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**Title of Document:** Five Points Community Streetscape Master Plan

**Prepared By:** InSites, VHB, The Miles Agency

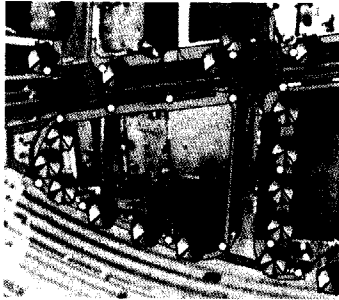
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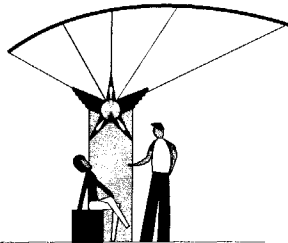
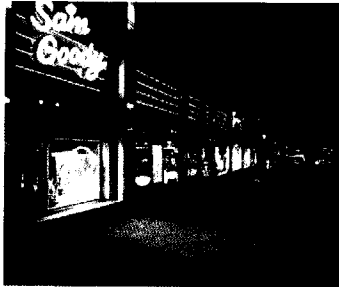
**Civic League(s)/Organization(s) Affected:** Norview, Norfolk Gardens, Sewells Gardens, Coronado/Inglenook

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# FIVE POINTS COMMUNITY STREETSCAPE MASTER PLAN

February 2004  
For the City of Norfolk



**INSITES**

VHB The Miles Agency



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# EXECUTIVE SUMMARY

## Purpose

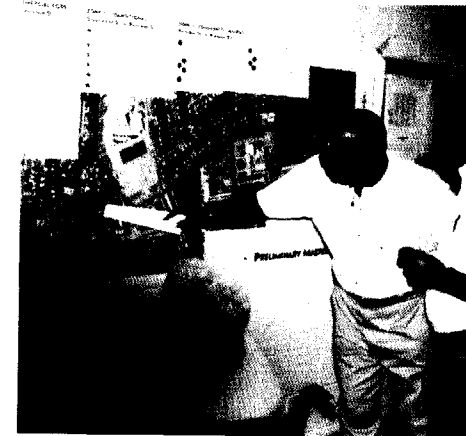
This document is intended to serve as an inventory of general and specific conditions and opportunities within the corridor and recommends a preferred streetscape approach for Sewell's Point Road from the Five Points Intersection to Widgeon Road. In particular, this study was initiated to help link together several public projects and varying land uses in the area through a coordinated streetscape design. The City previously completed a demonstration streetscape project for a block in the business district and is in the process of constructing a new Norview High School and planning for a new community center. This plan seeks to evaluate these projects as they relate to the right-of-way and recommends a streetscape treatment that provides a transition from the commercial core to more residential and institutional sections of Sewell's Point Road. The desired goal is to create a sense of place for Five Points that is more pedestrian friendly and neighborhood serving.

## Background

The Five Points Community Streetscape Master Plan is the latest in a series of community driven planning efforts to stabilize and revitalize the Five Points communities and the Sewell's Point Road business district. It builds upon recommendations from the 1998 Young Architects Study for revitalization and the 2000 Marketing Study for Five Points and Fairmount Park, which put forth broad initiatives for community improvement including streetscape development. It also acknowledges the findings of the Hampton Roads Planning District Traffic Study for the Five Points Intersection and takes into account that the City of Norfolk may restudy traffic in the intersection and north along Sewell's Point Road in the future. And finally, the plan supports the Pedestrian Commercial Overlay District by establishing a safe and pedestrian friendly environment.

## Public Participation/Focus Groups

The Five Points Community Streetscape Master Plan has been developed with an ongoing public participation element. A series of meetings and workshops have been held with input from the general public, area civic leagues, corridor business and property owners, the Five Points Task Force and the Five Points Partnership. Focus group meetings were also held with various City departments including the Departments of Public Works, City Planning, Norfolk Public Schools, Development, Neighborhood and Leisure Services, Hampton Roads Transit and Police. The purpose of these meetings was to establish goals and evaluate and prioritize alternatives. The following is a list of meetings held:



## Public Participation and Focus Group Summary

- Kick-Off Meeting with City Departments: Departments of Public Works, City Planning, Norfolk Public Schools, Development, Neighborhood and Leisure Services, Hampton Roads Transit and Police - March 25, City Hall
- Pancake Breakfast and Kick-Off Meeting with Five Points Task Force - March 27, Norview United Methodist Church
- Workshop with Business Owners: Issues and Priorities - April 9, Norview Recreation Center
- Public Workshop: Issues and Priorities - April 10, Norview Recreation Center
- Project Displays at Farm Market Benefit Dinner - April 24, Masonic Lodge
- Norfolk Public Schools Meeting: Greenway Feasibility - June 20, Norfolk Public Schools
- Public Workshop: Preliminary Master Plan and Concepts - June 27, Norview Recreation Center
- Informal Open House: Preliminary Master Plan and Concepts - July 12, Community Farm Market
- City Department Workshop: Master Plan Presentation - August 20, City Hall
- Five Points Task Force Meeting: Master Plan Presentation - August 21, City Hall
- Design Review Committee: Master Plan Presentation - August 25, City Hall
- Planning Commission: Master Plan Presentation - August 28, City Hall
- Public Meeting: Master Plan Presentation - September 16, Norview Recreation Center



# EXECUTIVE SUMMARY

## Plan Overview

There are two primary types of deficiencies within the corridor that the master plan recognizes and addresses. Both categories influence the user's perception of and ability to comfortably utilize the corridor. In the first category are functional deficiencies, such as traffic congestion and non-continuous sidewalks. In the second are aesthetic shortcomings, such as boarded or neglected properties and the visual clutter of overhead utilities.

Among the most significant functional constraints to creating a pedestrian friendly environment are the traffic congestion and volumes of through traffic on Sewell's Point Road, particularly in the commercial core. The master plan calls for the evaluation and creation of a connector street that will channel through traffic off of Sewell's Point Road and onto Chesapeake Boulevard in order to reduce congestion in the commercial core. The connector road will require a new signalized intersection, including signalized pedestrian crosswalks in the vicinity of the elementary school and community center. Additional on-street parking is provided in the commercial sector and cooperative off-street parking areas are recommended to provide easier access and clearly marked parking opportunities for patrons. Sidewalks and crosswalks will be upgraded to provide safer, continuous walkways throughout the corridor and a greenway with a multiple-use path for recreation is proposed to encircle the Norview High School, Middle School, Elementary School and Community Center. A combination of traffic calming measures such as raised intersections, sidewalk "knuckles," and additional stop signs are intended to improve both pedestrian circulation and safety, and vehicular movement through the commercial core.

Throughout the corridor street trees, benches, pedestrian scale lights and related amenities will enhance the overall visual character of the area and serve as recognizable signatures for the Five Points community. Certain streetscape features such as custom designed bus shelters will incorporate a recognizable Five Points/Norview icon that can be used to by business associations, schools and neighborhood groups to reinforce the community's distinct character and assets. Specific locations for public art projects have been identified and the corridor could serve as a pilot area for a percent for art program.

## Zones

Three primary zones emerged with similar characteristics and specific opportunities for each.

### Zone 1 - Commercial Core

- Sewell's Point Road from Five Points intersection to Greenwood Street
- Norview Avenue from United Methodist Church to Sewell's Point Road – North Side Only
- Chesapeake Boulevard from Sewell's Point Road to Greenwood Street – West Side Only

Although commercial uses may be found outside these limits, Zone 1 is traditionally considered the Five Points "Main Street" with a concentration of stores, restaurants, and entertainment venues. Currently the business offerings within the core are more limited and include the post office, community farmers market, grocery and retail stores, pawn shop, restaurants, a pool hall, taverns, night clubs, storefront churches and a number of underutilized buildings. Limited on-street and off-street parking opportunities in this area are a concern of residents and the business community. The most extensive sidewalk, roadway, parking and traffic calming improvements are recommended within this zone.

### Zone 2 - Transitional

- Greenwood Street roughly to Partridge Road

Characterized by a combination of automobile oriented businesses, single-family homes, apartment buildings, Norview Middle School and vacant parcels, this zone is not as dense or cohesive as the Commercial Core. There are however, redevelopment opportunities and the potential for extending Commercial Core treatments through this zone. At the northern end several alternatives are suggested for a new roadway to channel through traffic from Sewell's Point Road to Chesapeake Boulevard with a new signalized intersection. This cross connector road will reduce the amount of traffic on Sewell's Point Road, serve as a gateway into the community, and will include signalized pedestrian crosswalks at Chesapeake Boulevard.

### Zone 3 - Community Campus

- Partridge Road to Widgeon Road

This is the least commercial and most neighborhood oriented zone, with single family homes and a landscaped open space corridor on the west side and the elementary school and high school campuses and the existing and recreation center on the east side. Traffic is more free flowing and sidewalks are more continuous and in better condition. Proposed improvements in this area include a greenway linking the three schools with the community center and neighborhoods, opportunities for parking during special functions, and aesthetic features common among all corridor zones.



# EXECUTIVE SUMMARY

## Related Efforts

Currently reconstruction of the Norview High School Building and Campus is underway with an estimated completion date of 2005. The existing Norview Recreation Center north of the current high school will be demolished as part of the campus development. Tentative plans have been made to establish a new community center on the grounds of the Norview Elementary School with a 2005/2006 construction schedule. Additional right of way is required to develop the center and property negotiations are underway for two parcels.

As of August 2003, pedestrian lighting is also currently being installed in the median between Partridge Road and Philpotts Road. Twenty-four Dominion Power "Traditional" model, lantern type lights are being installed along the existing sidewalk in response to neighborhood concerns.

The City of Norfolk desires to undertake an independent traffic study of the Five Points intersection to study use and develop alternative intersection configurations. Such a study was not included in the current Capital Improvement Plan, however Transportation Department representatives will pursue funding in coming years. Results could affect the roadway geometry at the Five Points Intersection. VDOT is currently implementing a plan for signage and pavement marking improvements in the vicinity of the intersection scheduled to be completed in 2004.

## Funding and Priorities

The City's Neighborhood Commercial Corridors fund is currently the only source of funding identified for projects within this master plan, although other sources may be allocated in the Capitol Improvement Plan in coming years. Based upon the construction schedules for Norview High School and Community Center, the greenway and related pedestrian crosswalks have been identified as an immediate opportunity and priority for funding, design and construction. By designing and installing the multiple use trail concurrently with the school construction, the City can show an immediate commitment to plan implementation. This also allows for a better integrated facility and avoids the need to retrofit new construction and prolong construction periods.

The community and other stakeholders voiced almost unanimous support for the traffic reduction/calming proposals recommended herein. However, the level of traffic analysis required to fully study the impacts of the proposed cross connection from Sewell's Point Road to Chesapeake Boulevard could not be undertaken within the scope of this study. A traffic study should be funded and undertaken to evaluate the potential cross connection road, because some of the proposed traffic calming measures recommended for the commercial core are dependant upon or function more effectively by reducing traffic volumes on Sewell's Point Road. Since a cross connector will impact traffic volumes on Chesapeake Boulevard, the traffic study should also include the Five Points Intersection.

If a recommendation to establish a cross connector road is carried forward in any subsequent traffic studies, the construction of the road and related streetscape features in Zone 2 will be the next logical funding priority. With through traffic on Sewell's Point Road reduced with a cross connection, traffic calming and streetscape improvements in Zone 1 can commence with less disruption and a more straightforward maintenance of traffic plan. This conclusion should be evaluated further as part of the traffic study.



### ZONE 1 - COMMERCIAL CORE 5 Points to Greenwood St.

- 1 - Future Five Points Traffic Improvements and Gateway - to be determined during follow up traffic study
  - 2 - Sewell's Point Road Gateway Landscaping and Sculptural Icon
  - 3 - Reconfigured Parking Lot with Defined Access or Redevelop Building with No Setback and Rear Parking
  - 4 - Improved Turning Radius
  - 5 - Additional On Street Parking on West Side of Street
  - 6 - Reconfigured Parking and Pocket Park on Hugo Street - Acquire and Demolish Existing Building
  - 7 - Signed Cooperative Parking - numerous locations
  - 8 - Evaluate Parking in Outer Lane of Chesapeake Blvd, Streetscape Continues on Chesapeake Blvd
  - 9 - Raised Crosswalks at Bland and Tabled Intersections at Hugo and Green with Stop Signs for Traffic Calming
  - 10 - Right of Way Acquisition for Perpendicular Parking
  - 11 - Ornamental Trees in Sidewalk Cut-outs and Right of Way Acquisition to Eliminate Perpendicular Parking
  - 12 - Bus Shelter
  - 13 - Potential Service Alley
- IMPROVEMENTS THROUGHOUT ZONE**
- Canopy Trees in Parking Knuckles
  - Utility Pole Replacement and Raised Cables
  - Pedestrian Lights on Decorative Poles, Benches and Trash Receptacles at Key Locations
  - Public Art Recommendations - Tile Murals at numerous locations and Terrazzo Sidewalk medallions to portray the Five Points Story; Neon or Fiber Optics on Bldgs; Shadow Casters on Buildings; Temporary Storefront Galleries

### ZONE 2 - TRANSITIONAL Greenwood St. to Partridge St.

- 14 - Reroute Through Traffic to Chesapeake Blvd - Numerous Options under consideration, with Gateway Treatments and Signalized Crosswalk
  - 15 - Greenway Extension
  - 16 - Improved Neighborhood Connection to Middle School
- IMPROVEMENTS THROUGHOUT ZONE**
- Continuous Sidewalks with Grass Verges and Street Trees
  - Encourage Infill Development to Reinforce Commercial District and Neighborhood Stability
  - Repetition of Patterns and Materials from Zone 1 as Redevelopment Occurs

### ZONE 3 - COMMUNITY CAMPUS Partridge St. to Widgeon Rd.

- 17 - Develop Greenway with 10' wide Multiple Use Path and Landscaping Encircling High School Campus and Connecting to Community Center and Existing Median Greenway
  - 18 - Maintain Existing Canopy Trees in Greenway, add Benches and Trash Receptacles
  - 19 - Widen Roadway to the East for Community Center and Cross Connector Turn Movements
  - 20 - Sign and Utilize Existing East Lane of Sewell's Point Road for Event Parking
  - 21 - Bus Shelters and Bus Pullout on East Side with Community Information Board
  - 22 - Enhanced crosswalks (not raised or tabled) at intersections
  - 23 - North Gateway at Widgeon Intersection
  - 24 - Clean Up / Light Underpass
- IMPROVEMENTS THROUGHOUT ZONE**
- Integrate Sewell's Point Road Trees with High School Varieties
  - Public Art Recommendations - Integrated Community Icon at Community Center; Mural or Relief on Noise Wall on north side of I-64, approaching corridor; Norview School produced insets in Greenway paving, or related sculpture



## CONCEPTUAL MASTER PLAN

### FIVE POINTS COMMUNITY STREETSCAPE PLAN A Conceptual Master Plan for Sewell's Point Road

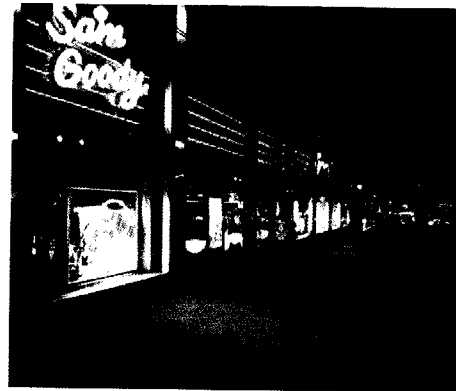
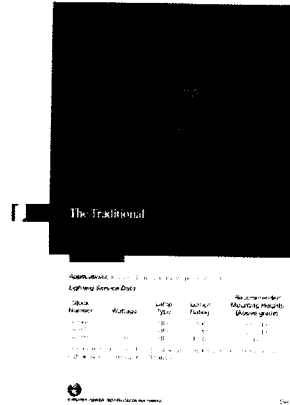
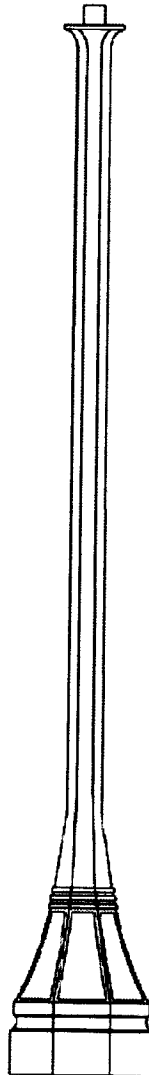
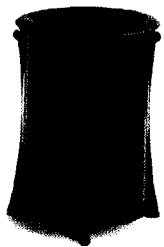
City of Norfolk, Virginia

September 2003

**NOTES**  
VOLUME 1  
SHEET 1 OF 1

VHB The Miller Agency

## STREETSCAPE ELEMENTS



### ZONE I COMMERCIAL CORE FURNISHINGS

#### Benches

Landscape Forms, "Plainwell" with  
Aluminum Slats, Silver Powder Coat

#### Trash Receptacles

Landscape Forms, "Plainwell" Aluminum  
Graphite Powder Coat

#### Planters

DuMor #134, Black Powder Coat

#### Pedestrian Lights

Dominion Power "Traditional"

#### Light Poles

Shakespeare Company Composite Pole  
"Syracuse", Black Gloss

#### Paving

Sandblasted/Exposed Aggregate and Broom  
Finished Concrete in Alternating Bands





## STREETSCAPE ELEMENTS

### ZONE 2 AND 3 FURNISHINGS

#### Benches

Landscape Forms, "Plainwell" with  
Wood Slats, Graphite Powder Coat Frame

#### Trash Receptacles

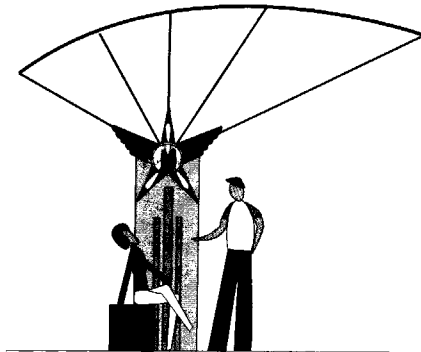
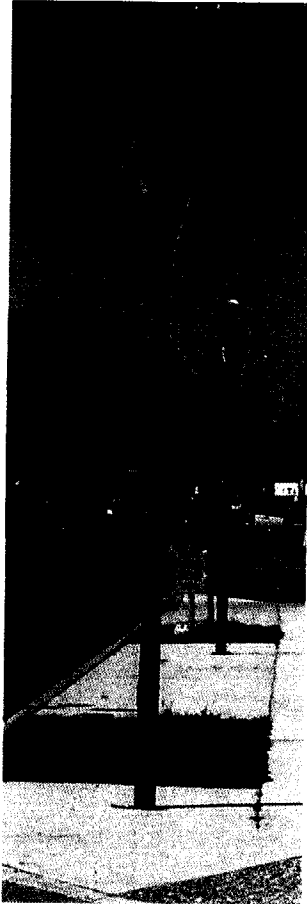
Landscape Forms, "Plainwell" Aluminum  
Graphite Powder Coat

#### Pedestrian Lights

Dominion Power "Traditional"  
on Standard Poles, Black

#### Paving

Scored Concrete for Standard Sidewalks  
Repeat Banded Patterns only at Key Nodes  
such as Bus Shelters and Gateways



### ALL ZONES

Custom Design Bus Shelter with Pilot Icon  
Concrete Block with Potential Glass Block Insets  
and Metal Roof

Pilot Icon to be repeated for Corridor Identity,  
on Signs, and Commercial District Marketing  
Stamped Asphalt Crosswalks

Square pattern, raised in Zone 1, at street  
grade in Zones 2 and 3

"Granite", "Terra Cotta" and "White"



# STREETSCAPE ELEMENTS & CONCEPTS

## Demonstrated in Commercial District

### Raised Crosswalks and Raised Intersections

Asphalt built up to sidewalk grade  
Stamped with custom square pattern  
Colors, Streetprint "Granite, Terra Cotta, and White" or equal

### Integrate Benches and Trash Receptacles with plantings, where possible

Concrete Driveways, typical, with shake on color to match crosswalk base color

### Banded Concrete

Alternating bands of broom finish and light sandblast or exposed aggregate concrete  
Bands average 4- 5' wide, adjust to specific blocks

### Pedestrian Lights on Ornamental Poles

Approximately 60' on center in commercial district

Scored Concrete Sidewalks on side streets without head-in parking

### Knuckled Planting Areas at ends of parallel parking bays

8' x 10' minimum with soil replacement  
Primary Sewell's Point Road street tree - Seedless Sweetgum  
Secondary street tree, Hugo Street- River Birch  
Primary flowering tree - Purple Leaf Plum

Trash Receptacles mid-block and at commercial points of high trash generation

Optional Planters Utilize only with maintenance agreement with adjacent property owners or business association. Concentrate at key locations to be determined during design phase.

### Bus Shelter/Information/Trash Receptacles/Benches

Perpendicular Parking, head-in, on Hugo Street following demolition of building.

Right of Way/Easement Acquisition - From building face to building face, typical.

**Note.** This is a graphic representation utilizing a combination of available base mapping sources that have not been geo-referenced to common points and is schematic. The corridor needs to be surveyed prior to preparation of any construction documents. Not to scale. Not to be interpreted as a layout plan. Final designs to meet all applicable safety and engineering standards current at the time of construction, such as sight distance and accessibility.



## EXISTING CONDITIONS

### Sidewalks, Crosswalks and Pedestrian Connections

**Lack of continuity/legibility.** While there may be sidewalks along most of the corridor, in some locations they are hard to distinguish from gutter sections and aprons or have deteriorated to the point of being almost unrecognizable. On blocks with head-in parking, the sidewalk shifts erratically in relationship to the street in patterns that pedestrians generally don't follow.

**Width and proximity to road.** Sidewalk widths vary throughout the corridor and in some locations are directly adjacent to narrow traffic lanes, while in others there is a setback from the travel lane, a "verge".

**Lack of right-of-way.** In much of the business district the existing sidewalks are located partially or entirely outside of the public right of way. While pedestrian use is not restricted in these areas, the City will need to acquire right of way or easements in order to upgrade the sidewalks.

**Accessibility.** Lack of curb cuts or short ramps make much of the corridor inaccessible to users with disabilities.

**Drainage.** Stormwater collects in undrained low points throughout the corridor and at certain locations forces pedestrians into the street to avoid walking in water.

**Volume of pedestrian traffic at peak hours.** With four public schools and a recreation center along the corridor, pedestrian volumes of students of all ages is high before and after school. Students walking in groups often do not limit their paths to narrow sidewalks and defined crosswalks. One of the primary points of access to and from the middle school directs students to a narrow sidewalk directly adjacent to Sewell's Point Road.

**Pedestrians crossing mid-block.** Despite crossing guards at several locations throughout the corridor, many students cross mid-block.

**Vehicles parking across sidewalks.** At specific points along the corridor, vehicles park head-in across the sidewalks and force pedestrians into the street.

**Commercial vehicles using sidewalks.** At specific points along the corridor, commercial vehicles park partially on the sidewalk while loading and unloading.

### Bicycle Circulation

There are currently no designated bike routes in the study area, and current narrow lane widths, traffic volumes and erratic parking configurations making bicycling through the area an intimidating activity. Residents feel there are no bikeable streets suitable for children or family use. While children under the age of 15 may ride bicycles on city sidewalks outside of business districts, older users may not.



Parking spaces that don't meet recent standards continue to be used in the Commercial Core. Note the parked vehicle completely blocking the sidewalk on Hugo Street, which forces pedestrians into the street.



Narrow sidewalks and garbage cans make for a tight fit on Bland Street.



Narrow sidewalks in the median near Partridge Street routinely carry groups of students. The grass areas between the walk and the street add a measure of safety that isn't present on all corridor sidewalks.



Perpendicular parking spaces require pedestrians to veer back and forth along Sewell's Point Road. Between vehicles nosing out into traffic and the jog in the sidewalk, few pedestrians use the marked crosswalk at Green Street.

## EXISTING CONDITIONS

### Traffic

**Five Points Intersection.** The Five Points intersection has confusing traffic patterns and long signal times that add to the challenge of marketing a business district in the area.

**Volume.** On Sewell's Point Road, high volumes of traffic are channeled through two lanes through most of the commercial corridor. Bus traffic from four schools, crossing guards at specific crosswalks and perpendicular parking areas on the street compound traffic congestion. It is common to see traffic stacked for blocks throughout the corridor when schools let out for the afternoon and at other peak times. Vehicles stacked across the intersections with side streets limit sight distance and block turn movements, which leads to stacking on the side streets. In response to requests by citizens for a traffic signal there, the intersection of Sewell's Point Road and Green Street has been analyzed by city staff and found not to meet signal warrant requirements.

**Geometry.** At specific locations throughout the corridor, there are problems with the roadway geometry. The turning radius from Chesapeake Boulevard southbound to Sewell's Point northbound is short and commercial vehicles often jump the curb when making the turn. Also the right turn spur from Sewell's Point Road southbound to Norview Avenue westbound is not far enough from the Five Points intersection and is often blocked by vehicles stacking in the southbound through lane.

**Circulation Patterns.** Patterns of one-way streets that change at specific blocks, such as Hugo and Green Streets, add to Five Points' reputation as a confusing area to drive through.

**Land Use.** While traffic currently moves fairly efficiently through the north end of the corridor, there may be future parking issues when Norview High School and the Community Center are built out and start hosting large events such as football games. There is likely to be increased congestion at specific times, and a large volume of cars may attempt to park within the surrounding neighborhoods.

### Parking

**Public Parking.** There are currently very few parallel parking spaces along Sewell's Point Road. Some spaces that are available aren't signed. There are parallel spaces along side streets such as Bland, Hugo and Green that are within short walking distance of the commercial core. The spaces on the side streets are often underutilized except at certain peak times, such as Sunday mornings. The parallel parking spaces are within the right of way.

There are currently no publicly owned off-street parking lots within the study area, with the exception of the lots for school and recreation center users.

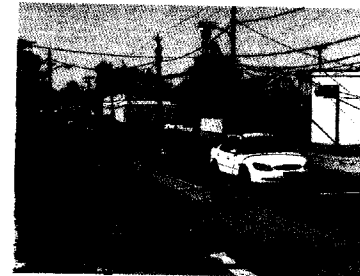
**Limited Use (Private) Parking.** On Green Street, portions of Hugo, and Sewell's Point Road are parking areas that are perpendicular head-in spaces with direct access to and from the streets. These parking areas are generally on private property, are associated with specific buildings, and are generally posted for building patrons only. These areas are not well marked and users park at all angles to the street, from perpendicular to diagonal and occasionally parallel. Not only does this add to the confusion in the area, but it's also more dangerous, with more vehicles potentially backing into the traffic lanes.

The largest number of potential parking spaces are provided in privately owned parking lots just off or within a block of Sewell's Point Road. These are consistently posted as private lots for specific building patrons only, or as no trespassing areas. While some of the owners tolerate limited use by others, there is no way to tell that from the posted signs. As with the private spaces adjacent to the street, some of these parking lots are underutilized.

**Current Parking Overall.** While there are relatively few public spaces within the commercial core, it is generally easy to find a parking space within a short walk of most businesses. There are times, however, when seemingly every potential parking space is taken. The heaviest uses observed have been on weekend nights in the vicinity of the bars and nightclub, and on Sunday morning at the churches, in some cases filling the same lots. It has been suggested that the general availability of parking is a factor of lower business occupancy throughout the district. The City's economic study confirms that the available parking to commercial floor area available is approximately half to one third of what it should be.



Buses and school related traffic compound congestion in the business district on a daily basis.



Traffic stacked on Sewell's Point Road and the side streets in the commercial core is a common occurrence.



Despite limited parking on Sewell's Point Road, surrounding streets and parking areas are often empty. This may be in part a reflection of limited commercial activity within the corridor.



Private parking spaces within the corridor are restricted by tenants that utilize them infrequently.



## EXISTING CONDITIONS

### Utilities

**Private.** Within the study area, existing utility poles are located along the entire length of Sewell's Point Road. The poles are within the existing right of way and are located on the east side of the road from the Five Points Intersection to Philpotts Road. At Philpotts Road they cross to the west side of the road and continue across Widgeon Road. The majority of the poles have Dominion Virginia Power lines and various communication lines running along them and have attached roadway lighting. Power lines run from along the side of Sewell's Point Road above the road to smaller poles that eventually bring service to homes and businesses. The number of overhead lines in the corridor lends to a impression of visual clutter, particularly in the commercial district where there is an abundance of low and branching services.

The utility poles along Sewell's Point Road are wood and some are topped with various crossbars and appear to be leaning at varying angles, giving an overall impression of inconsistency. The wood poles are typical of neighborhoods that grew quickly and evolved with services added wherever possible, reflecting some of the rapid growth during the age that spawned the depression modern style. Along Chesapeake Boulevard there are major transmission lines borne on tall square concrete poles with a more uniform appearance. With their simple functional design and monumental scale, the concrete poles reflect the style and associated large scale public works projects of the period.

**Public.** Sewer and water service is provided along Sewell's Point Road by lines running under the roadway. The 10" gravity sewer line, circa 1920, is in need of replacement. The water line, which is an 8" line, was installed in 1994 and would most likely not need to be replaced. Future roadway reconstruction in the commercial area would allow for the replacement of the sewer line and the examination of the water line. The lines would remain under the roadway due to the lack of room with in the right of way.

### Drainage

The drainage in the area of the existing roadway is poor and several areas experience localized flooding and ponding during normal rainfall events. In many locations there are no drop inlets to catch and convey storm runoff. Flooding in the wheel path of automobiles poses a safety risk due to potential hydroplaning of vehicles. Low points that don't drain are a further liability because they restrict pedestrian movement or force pedestrians in traffic lanes, and collect debris and garbage.

In early April 2003 during the course of the streetscape project, the design team had the opportunity to observe flooding conditions during near record rainfall levels and during extended downpours. While there was some standing water on the side streets, Sewell's Point Road did not exhibit the deep flooding common to many sections of Norfolk and Hampton Roads.

On the south side of Norview Middle School, a semi-natural drainage way feeds a tributary of Wayne Creek and the Lafayette River and supports heavy stands of vegetation. Despite an existing easement and a culvert structure, the wet conditions prevent easy pedestrian movement from the school south into the Norfolk Gardens neighborhood.



Lack of sidewalks, drainage improvements and delineated parking characterize the route to the post office on Green Street.

### Vegetation and Natural Features

While primarily an urban corridor, there are pockets of mature vegetation and open space that add a distinctive character along Sewell's Point Road. The significant open spaces are associated with the schools and the recreation center, each of which includes multiple use sports fields and athletic facilities, open for community use outside of school hours.

Between Partridge Street and Philpotts Road, the median between Sewell's Point Road and the residential feeder road supports a row of large old sweetgum trees. Despite the litter of spiked fruits, the trees add a significant canopy through the middle of the corridor and are valued by the residents. Supplemental ornamental trees, shrubs and sidewalks add to the greenway character of the median.

The other major green corridor in the area is the drainage that the feeds the tributary of Wayne Creek which runs next to the middle school on the south side. A combination of trees, shrubs and grasses typically found along stream banks in the region grow in this area. The drainage way is overgrown and, depending upon one's perspective, serves as a buffer or barrier between the school and Norfolk Gardens community.



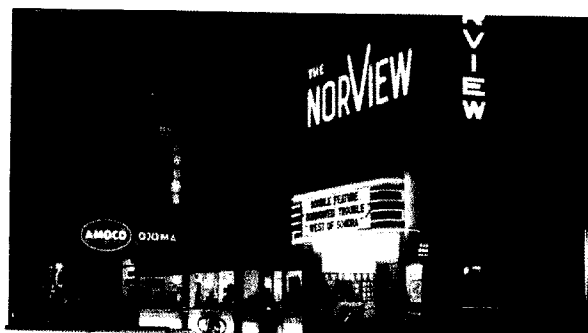
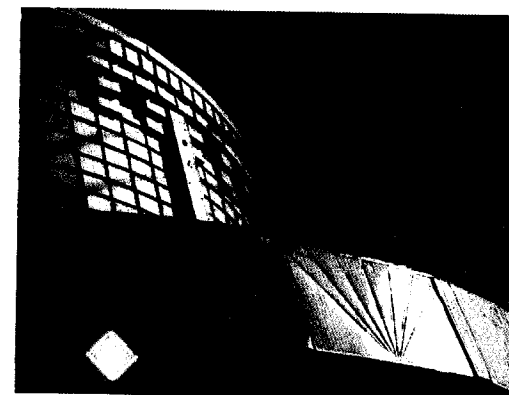
Residents value the mature trees, sidewalks and landscaping that help define the character of the central portion of the corridor.

## OVERALL CHARACTER

One of the challenges inherent in the design of the Five Points Streetscape is determining the proper character for new features that complement and support existing conditions as well as potential new public and private development. Few would disagree about the need to upgrade the corridor, both the public infrastructure and the private commercial property. The questions arise about the appropriate style of the streetscapes and development, improving upon the past versus being bound by it, and potentially limiting the vitality of an area by limiting creative options.

### Depression Modern Style in Five Points

As recognized in the young architects study, there are some potentially good examples of depression modern or art moderne architecture along the corridor, but for the most part neglect or prior renovations have left the style illegible to the untrained eye. The plan calls for building upon depression modernism and illustrates the potential for renovations and infill developments to accentuate the style. There are, however, currently no guidelines in place to encourage or require developers and property owners to reintroduce or reference the moderne style. In the five years since the plan was developed no major efforts have been made by the business community to restore any of the buildings to the style or to introduce new complementary elements. No attempt to classify the area as a cultural resource or district based upon the strength of the architecture has ensued, and the prior study does not suggest that the volume or quality of the architecture would support any such classification. The potential is there for the old character to be reestablished, but currently its not showing signs of gaining momentum.



Above. Photos from Sewell's Point Road in its heyday during the 1940's and 1950's. Courtesy of the Five Points Partnership.  
Right. While some of the original architectural details like the trim on this building at Hugo Street can still be found along the corridor, many have been lost or covered as buildings have been adapted.



## OVERALL CHARACTER

### Depression Modern Style in Public Streetscapes

In general, architectural styles develop and are introduced more quickly than the urban infrastructure. Buildings are introduced that may or may not reflect their surroundings. Until the time that depression modernism was emerging as a style, elaborate streetscapes were not the norm and the design of curbs, storm sewers, sidewalks and landscaping, if used, were often not standardized from block to block. Some planned communities with cohesive streetscapes were being established at the turn of the century, primarily new bedroom communities and generally higher end developments. Electric streetlights were still somewhat of a novelty and were not widely used in most areas. Municipal development of public infrastructure slowed during the depression. Programs such as the WPA and PWA did take on larger public infrastructure initiatives and many of the projects serve as outstanding example of art moderne, late art deco, depression modern style. The New York Worlds' Fair of 1939 was also a showcase of the style on a grand scale and included public open spaces, though it was hardly indicative of the average American community of the day.

In viewing period photographs of depression modern architecture in context, a few general trends can be observed about the surrounding areas and infrastructure. First, as with most emerging styles, depression modern buildings were often introduced into existing areas that display trends and styles popular in eras, in this case from the turn of the century and into the 1920's. Streets were generally not updated to keep pace with the architecture. Post-top streetlights, when used and visible in photographs were most commonly "lantern," "acorn" or "globe" style, with varying degrees of embellishment. Many of these are similar to pedestrian scale lights used throughout parts of Norfolk today. Images of housing developments, bridges and tunnels that did incorporate lighting into the overall development show that unless integrated into the structure, the same types of fixtures were being used that had been used in prior decades, mostly lantern and acorn.

Second, many street scenes of that era were more functional than decorative. These no-nonsense thoroughfares included few amenities or just elements such as basic cantilevered streetlights and overhead wires that many object to today. Cantilevered streetlights were beginning to be used more commonly in the 1920's and '30's. Common fixtures of the era include porcelain "radial flares" and pendant oval globes. While some of the fixtures, supports and guy arms were strictly functional, others were designed with scrolls and aesthetic flair, depending upon the scale, location and caliber of the project. Cable hung lights were also seen quite frequently over streets and public areas. In the '40's long lasting, bright and efficient mercury vapor lamps became more commonly used and "gumball" and "clamshell" fixtures emerged along the miles of new roadway a mobile new generation demanded. The basic form of those fixtures has not changed significantly and similar elements can currently be seen in the existing Sewell's Point streetscape.

One exception to the minimalist streetscape would be the "branding" that business owners would establish in the sidewalks in their front entrances. Like an extension of the storefront or a welcome mat, panels with metal, terrazzo, stone or tile inlays would replace the standard sidewalk as one more way merchants would try to entice customers and outdo their rivals. A few small terrazzo panels can be seen along Sewell's Point, a small reminder of past levels of commercial activity.

Below. A terrazzo banner marks the former location the Rose's store on Sewell's Point Road.

Right. Three WPA projects illustrate depression modern buildings with lantern, pendant and globe lighting.



## OVERALL CHARACTER

### A Streetscape Aesthetic for Sewell's Point Road

In developing a Sewell's Point Road streetscape aesthetic, a few basic characterizations and guiding principles were established.

- The Norview area is comprised of neighborhoods that characterize the postwar years in Norfolk. Thriving and vital at times, working hard and playing hard, but generally modest, tolerant and not prone to pretense. There is an appreciation for the things that have strengthened the community in the past and a desire to maintain a distinct identity, but to also improve upon what isn't working any more.
- The commercial core includes some architecture with a historic character that could be built upon to create interest and set the area apart from other neighborhoods in the region. There are also many undistinguished buildings and overall the building stock appears to be in fair to poor condition. It is not a historically "pure" area and taking a strict preservation approach would be misguided. Setting too many restrictions in an economically stagnated area may further delay a recovery.
- The reconstructed Norview High School will include references to its past, yet will be a technologically state of the art facility. The proposed Community Center is being planned with a "21<sup>st</sup> Century Model" to reflect current lifestyles and populations. The concept of a fully conceptualized streetscape is a relatively contemporary notion, and new strategies for improving the quality of the environment for all users are being realized and tested on an ongoing basis.

With these general tenets in mind, a range of alternatives have been developed and reviewed with general public and focus groups. In short, the community shows almost unanimous support for the plan in general and substantial changes in traffic patterns and even potential demolition of some residential units to improve conditions in the commercial core. There is also very strong support for lighting, sidewalk, and crosswalk improvements and more trash receptacles. Landscaping, parking improvements and public art were seen as high priorities by residents.

In responding to questions about aesthetic styles and ranking their preferences for specific streetscape elements, the community revealed some contradictions. When asked in general terms, more people stated a preference for familiar elements, such as the traditional streetlights, although there is moderate support for an eclectic blend of features, including custom designed elements that haven't been used in other Norfolk neighborhoods. When ranking photographs of specific furniture combinations there are almost equal proponents of "traditional" and "contemporary" street furnishings. When ranking potential icons for the corridor, residents rank a somewhat retro "Norview" identity as the most appropriate. In contrast, three times as many people preferred a playful, contemporary design (second highest) to the most literal moderne or "streamlined" design, which was ranked as the least favorable. This suggests that the community is open to a range of design influences and is not just one period style.

The proposed streetscape plan incorporates references to old Norview but also draws in new methodologies, technologies and fresh ideas that address contemporary realities and capture the imaginations of old and new generations. It combines some classic elements like slatted benches in updated materials, and lantern lamps on poles that will be new to the area, and common concrete paving rendered used in unexpected patterns. It also recommends using common forms, but introducing subtle changes in materials between the commercial district and the residential areas. It establishes a structure that addresses current issues but also has a level of flexibility to respond to changes in and even shape land use patterns. While based upon a series of public improvements, the plan also outlines opportunities for participation by private developers, business and community groups.

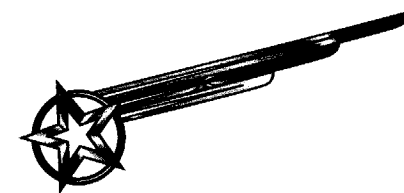


**NORVIEW PILOT STAR**

This image was preferred over the two below, as a potential recurring visual element within the corridor. The option of incorporating "No Stars" was ranked higher than the Streamline Star.



**SHOOTING STAR**



**STREAMLINE STAR**



## ZONE 1 - COMMERCIAL CORE

### 5 Points to Greenwood St.

- 1 -Future Five Points Traffic Improvements and Gateway- to be determined during follow up traffic study
  - 2 -Sewells Point Road Gateway Landscaping and Sculptural Icon
  - 3 -Reconfigured Parking Lot with Defined Access or Redevelop Building with No Setback and Rear Parking
  - 4 -Improved Turning Radius
  - 5 -Additional On Street Parking on West Side of Street
  - 6 -Reconfigured Parking and Pocket Park on Hugo Street - Acquire and Demolish Existing Building
  - 7 -Signed Cooperative Parking - numerous locations
  - 8 -Evaluate Parking in Outer Lane of Chesapeake Blvd, Streetscape Continues on Chesapeake Blvd
  - 9 -Raised Crosswalks at Bland and Tabled Intersections at Hugo and Green with Stop Signs for Traffic Calming
  - 10 -Right of Way Acquisition for Perpendicular Parking
  - 11 -Ornamental Trees in Sidewalk Cut-outs and Right of Way Acquisition to Eliminate Perpendicular Parking
  - 12 -Bus Shelter
  - 13 -Potential Service Alley
- IMPROVEMENTS THROUGHOUT ZONE**
- Canopy Trees in Parking Knuckles
  - Utility Pole Replacement and Raised Cables
  - Pedestrian Lights on Decorative Poles, Benches and
  - Trash Receptacles at Key Locations
  - Public Art Recommendations - Tile Murals at numerous locations and Terrazzo Sidewalk medallions to portray the Five Points Story; Neon or Fiber Optics on Bldgs; Shadow Casters on Buildings; Temporary Storefront Galleries

## ZONE 2 - TRANSITIONAL

### Greenwood St. to Partridge St.

- 14 -Reroute Through Traffic to Chesapeake Blvd - Numerous Options under consideration, with Gateway Treatments and Signalized Crosswalk
  - 15 -Greenway Extension
  - 16 -Improved Neighborhood Connection to Middle School
- IMPROVEMENTS THROUGHOUT ZONE**
- Continuous Sidewalks with Grass Verges and Street Trees
  - Encourage Infill Development to Reinforce Commercial District and Neighborhood Stability
  - Repetition of Patterns and Materials from Zone 1 as Redevelopment Occurs



## FIVE POINTS COMMUNITY STREETScape PLAN

### A Conceptual Master Plan for Sewell's Point Road

City of Norfolk, Virginia

September 2003

**INSITES**

COMMUNITY DEVELOPMENT

VHB The Miles Agency

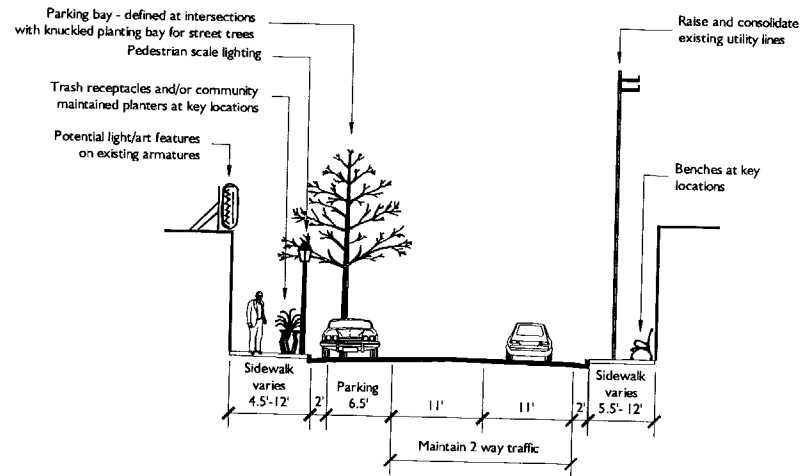


## PLAN ELEMENTS - ZONE 1

### Sewell's Point Road Cross Section

Traffic will move through the Commercial Core on two 1 lanes, one each direction, with on street parking on one or both sides in most blocks, as detailed on the accompanying plans. At the Five Points Intersection there will be three lanes: one north bound, one southbound left turn only and one southbound through and right turn. The existing right turn lane originates too close to the intersection and is not free flowing and will be abandoned to provide additional right of way for sidewalks and gateway landscaping.

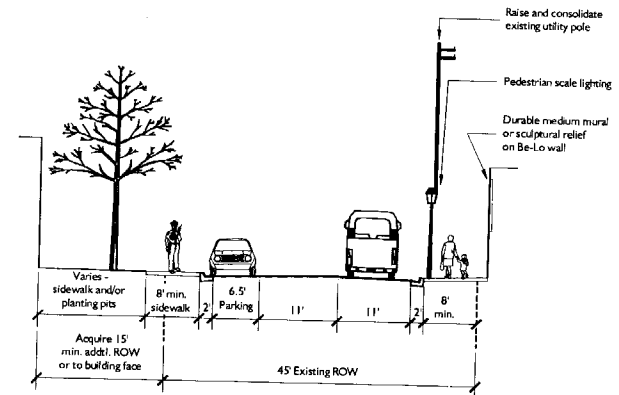
At the Five Points intersection the right turn lane from Chesapeake Boulevard southbound will be realigned with a wider radius to improve turning movements for larger vehicles and reduce the incidence of traffic driving over the curbs. In order to provide the turning lane, the small parking area for Albano's Cleaners will be eliminated, however additional spaces will be added on Hugo Street, see Parking section.



### PROPOSED SECTION FOR SEWELL'S POINT ROAD

Five Points Intersection to Green Street

- \* Variable existing right-of-way - 30'-70'.
- \* Variable building face to building face width - minimum 47'-60'+.
- \* Acquire right-of-way from building face to building face.
- \* If property is redeveloped prior to streetscape development, adjacent property owner to dedicate right-of-way to establish 60' minimum total ROW width.



### PROPOSED SECTION FOR SEWELL'S POINT ROAD

Green Street to Greenwood Road

Right-of-way width and the layout of improvements within the right-of-way varies within this section. Refer to the plan view conceptual plan.

## PLAN ELEMENTS - ZONE 1

### Sidewalks

Due to the highly variable right of way widths and the irregular faces of the rows of buildings along Sewell's Point Road, sidewalk widths will vary throughout the Commercial Core. At the most constrained locations the sidewalks will be a minimum of 5' wide, and will expand to up to 12' or more where possible. Sidewalk improvements will be taken from the curb, or verge where applicable, to the adjacent building faces. In areas where the building faces are irregular and sidewalk widths are adequate and building owners are willing to maintain plantings, small open planter segments may be established at the building foundations. Sidewalks along the west side of Chesapeake Boulevard should also be rebuilt with a planting verge in the vicinity of the intersection. Street trees established along Chesapeake Blvd. should be continued to the intersection.

In anticipation that buildings in the district will be restored or renovated, simple patterns of scored concrete with contrasting bands or panels of lightly sandblasted or exposed aggregate concrete unify and enliven the walkways without competing with building facades. Existing terrazzo panels at storefronts help to tell the story of the neighborhood and would be appropriate to leave in place. Similarly, decorative panels of terrazzo, non-slip mosaic or textured concrete would be appropriate set into the sidewalk as buildings are restored or redeveloped or as a public art project to reflect landmarks and the original vitality of the district.

### Raised Crosswalks and Tabled Intersections

Crosswalks at Bland and Greenwood Street will be raised to help slow drivers entering the Commercial Core from the north or south. Where Sewell's Point Road intersects with Hugo and Green Streets the entire intersections will be raised or tabled by building up the asphalt paving courses. The crosswalks and tabled intersections will be further defined with the use of imprinting techniques or thermoplastic overlays.

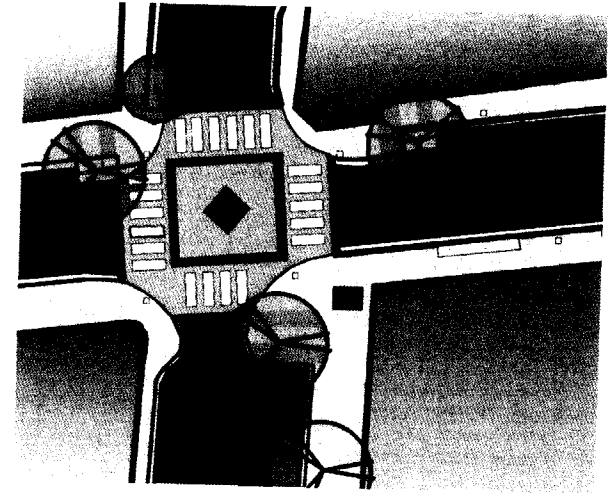
### Street Trees and Knuckled Planting Areas

Due to the constrained right of way, the desire for increased parking and wider sidewalks and the presence of overhead utilities on the east side of Sewell's Point Road, the potential for establishing major street trees is limited. There is simply not enough room to line both sides of the street with large canopy trees for the boulevard effect found in other areas. Trees can be established within "bump outs" or "knuckles" used to define parking areas and reduce crosswalk widths. The eight foot width of the knuckles and the extra distance from the adjacent building will allow for the incorporation of moderately large trees at strategic locations, primarily near intersections with side streets. The addition of trees near these locations in combination with specialty paving can help establish a recognizable pattern near pedestrian crosswalks. The primary street trees for the corridor are seedless sweetgums, with purple leaf plum and East Palatka holly used to a lesser extent and on cross streets for accent color and evergreen characteristics, respectively.

The use of knuckles or bump outs for traffic calming and protection of parking areas will reduce the street width to below Virginia Department of Transportation standard cross section of 28 feet. Therefore a waiver will be required from VDOT in order to receive operation and maintenance reimbursement funding.

### Planters

Containers planted with colorful flowers and bold foliage plants make a strong visual impact on a city street and are seen as a more manageable alternative to extensive planting beds within the streetscape. Workshop participants responded favorably to the possibility of planters within the commercial core. The City currently does not have a program for container plantings, but allows business associations or other civic groups to establish and maintain planter programs along the sidewalks. A powder coated steel planter that complements other street furnishings is included as part of the plan in case a group undertakes to fund and maintain a planter program in the future.



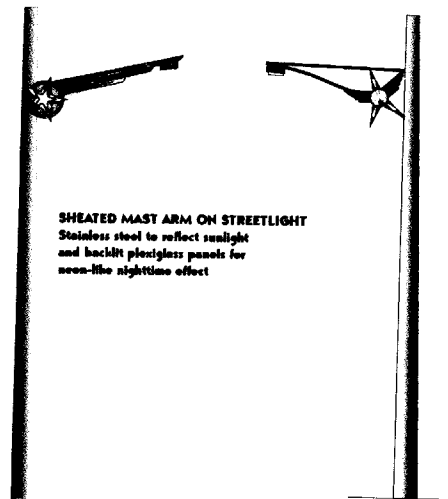
Paving patterns in sidewalks and crosswalks, coupled with roadway width restrictions and defined parking zones help establish a safer and more pedestrian friendly commercial district with a distinctive visual character.

# PLAN ELEMENTS - ZONE 1

## Gateway Features

The Conceptual Plan illustrates a landscaped gateway feature based upon the current intersection and building configurations, and includes a potential parking configuration for existing uses. The potential for redevelopment of the corner is high and if redeveloped, new buildings would be built at or close to the right of way to conform with Pedestrian Overlay Commercial District requirements, and parking would be in the back. Any plans for new development at the intersection should provide significant landscape elements such as trees, sculptural features, and specialty paving and lighting to distinguish the entry into the Commercial Core. If the Five Points intersection is realigned, gateway features established at Sewell's Point might be applied to other legs.

A gateway treatment that could be implemented independently of the intersection study involves a series of custom fabricated sheaths to fit the existing light fixtures on the streets entering Five Points. The height, repetition of form, and day and nighttime character would lend a unique and identifiable presence for the Five Points area, without roadway construction.



**SHEATHED MAST ARM ON STREETLIGHT**  
Stainless steel to reflect sunlight  
and backlit plexiglass panels for  
neon-like nighttime effect

## Parking

The strategy for improving on-street parking in Zone 1 includes adding parallel parking spaces and eliminating limited-access perpendicular parking spaces along Sewell's Point Road. This increases the opportunities for unrestricted parking throughout the corridor. By eliminating perpendicular parking on Sewell's Point, wider sidewalks and planting areas can be accommodated, and confusing and dangerous parking movements are eliminated. The block between Green St and Greenwood Street in particular will benefit from this approach.

While the concept for Sewell's Point Road increases on-street parallel parking, there is also the potential to develop perpendicular parking areas on low volume streets, such as Hugo Street between Sewell's Point Road and Chesapeake Boulevard. The perpendicular arrangement allows for more spaces on the streets with limited through traffic. This measure will require acquisition and demolition of the underutilized building north of Hugo Street. In addition to 14 perpendicular parking spaces on the one way street, a small linear pocket park with trees and benches could be provided and bus shelters established at both ends of the block, allowing easy transfers between the Sewell Point Road route and the Chesapeake Boulevard route.

At the time of development of this master plan, a portion of the property at the north end of the Commercial Core across from the BeLo was being offered for sale. The parcel includes an old post office building that had recently been used for storage. While this parcel could be acquired and used for parking, there is more available parking for surrounding uses in the immediate vicinity and the site would be better restored or redeveloped for a use that diversifies the commercial offerings in the core.

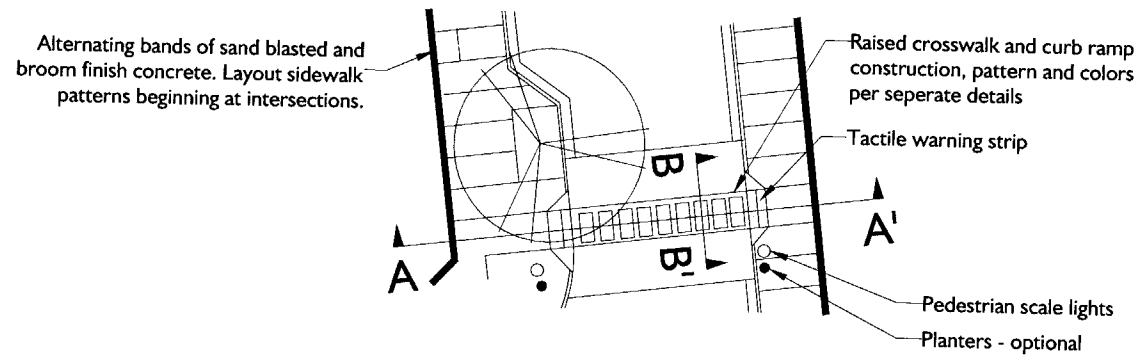
Right of way should also be acquired throughout the zone. Along Sewell's Point Road, right-of-way should be acquired to bring the overall public right-of-way to a sixty foot minimum. Where buildings line the sidewalk, right-of-way should be acquired from building face, across the street to the opposite building face.

## Cooperative Parking

There are currently many large parking areas associated with buildings and building complexes in the corridor that are either unused for public parking or are only used at specific times of the day or week. These areas are identified on the conceptual plan and have great potential to be developed into cooperative use parking areas. Since there are relatively few owners involved, it may not be a difficult task to work out an agreement for limited public use of some or all of these parking areas within specific time periods. There is already some cooperative use that is tolerated between neighboring businesses, however with "private parking" and towing signs in the lots it isn't apparent to the first time or occasional visitor that certain parking lots may be used.

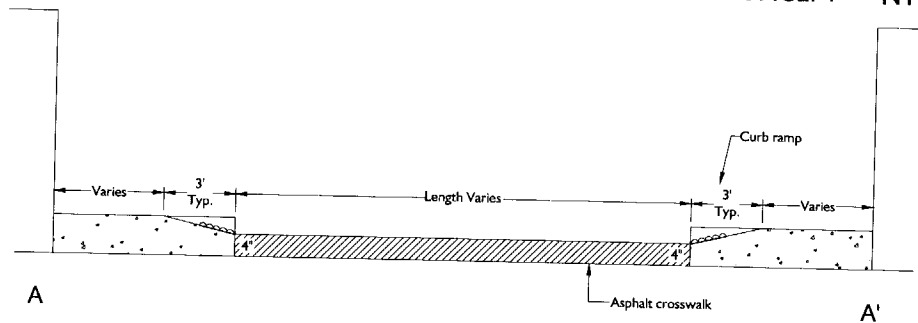
It is recommended that the business association develop a cooperative use agreement for parking in the core and that at least one of the identified parking areas be signed as a cooperative parking lot. With a track record of successful joint use, the parking lots behind the Hershee Bar, Community Market and United Methodist Church would be logical pilot lots. A matching grant program currently exists to assist property owners to improve their property, including parking lots in need of resurfacing or striping improvements.

## PLAN ELEMENTS - ZONE 1



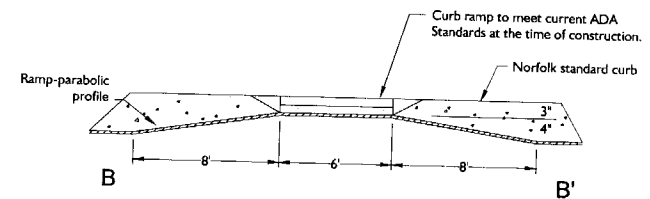
This detail is intended to illustrate typical design concepts. It is not intended to be used for construction. Further traffic analysis of the corridor is required to support these preliminary concepts. Standards (for factors such as roadway and accessible design) in effect at the time of implementation shall prevail.

### SEWELLS POINT ROAD RAISED CROSSWALK CONCEPT NTS

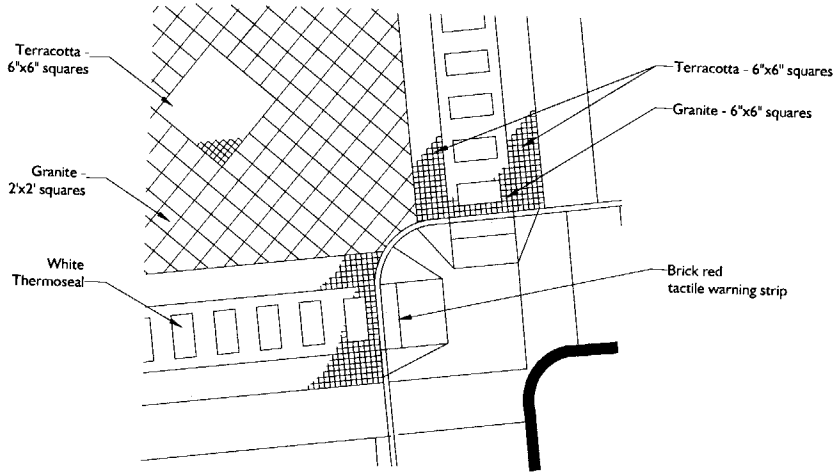
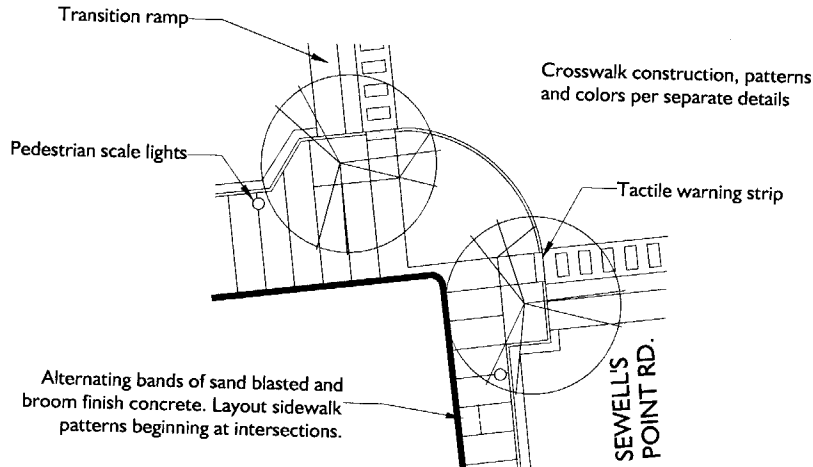


#### RAISED CROSSWALK SECTIONS Not To Scale

Note: Raised crosswalks are not recommended if the cross-connector road is not implemented.



# PLAN ELEMENTS - ZONE 1

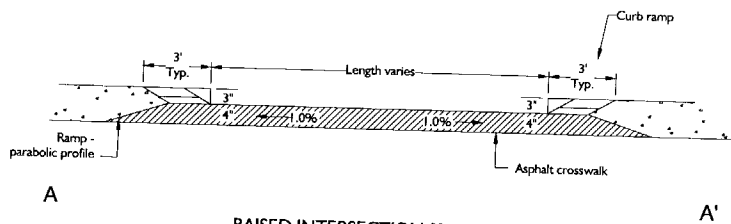


Crosswalk and intersection patterning to be "Streetprint", "Imprint" or equivalent system to be approved by the City of Norfolk Public Works Dept. at the time of final design.

RAISED INTERSECTION PATTERN CONCEPT NTS

This detail is intended to illustrate typical design concepts. It is not intended to be used for construction. Further traffic analysis of the corridor is required to support these preliminary concepts. Standards (for factors such as roadway and accessible design) in effect at the time of implementation shall prevail.

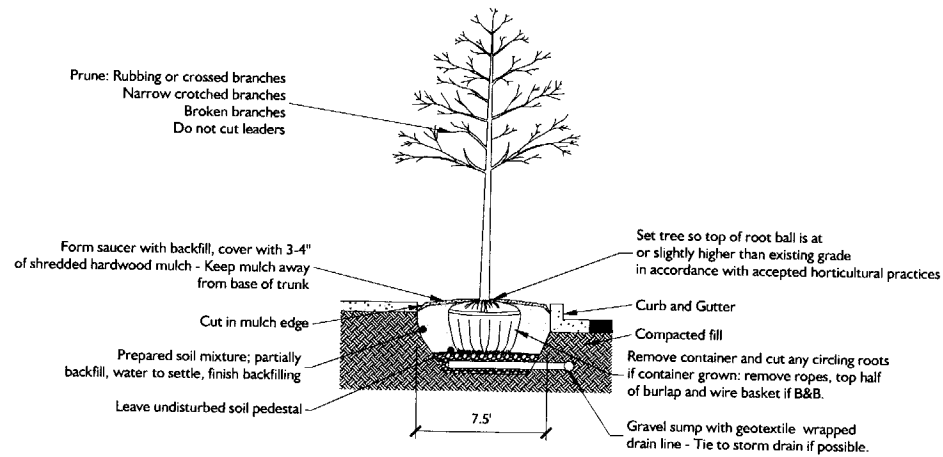
SEWELL'S POINT ROAD  
RAISED INTERSECTION CONCEPT NTS



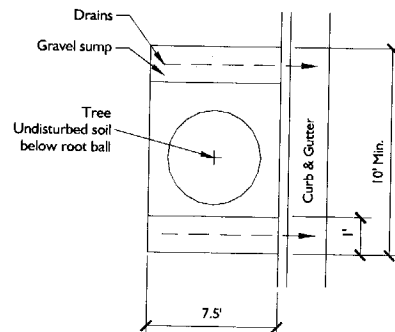
RAISED INTERSECTION SECTION  
Not To Scale

Note: Raised intersections are not recommended if the cross-connector road is not implemented.

## PLAN ELEMENTS - ZONE 1



TREE PLANTING



TREE PLANTING PLAN

## PLAN ELEMENTS - ZONE 2

### Sewell's Point Road Cross Section

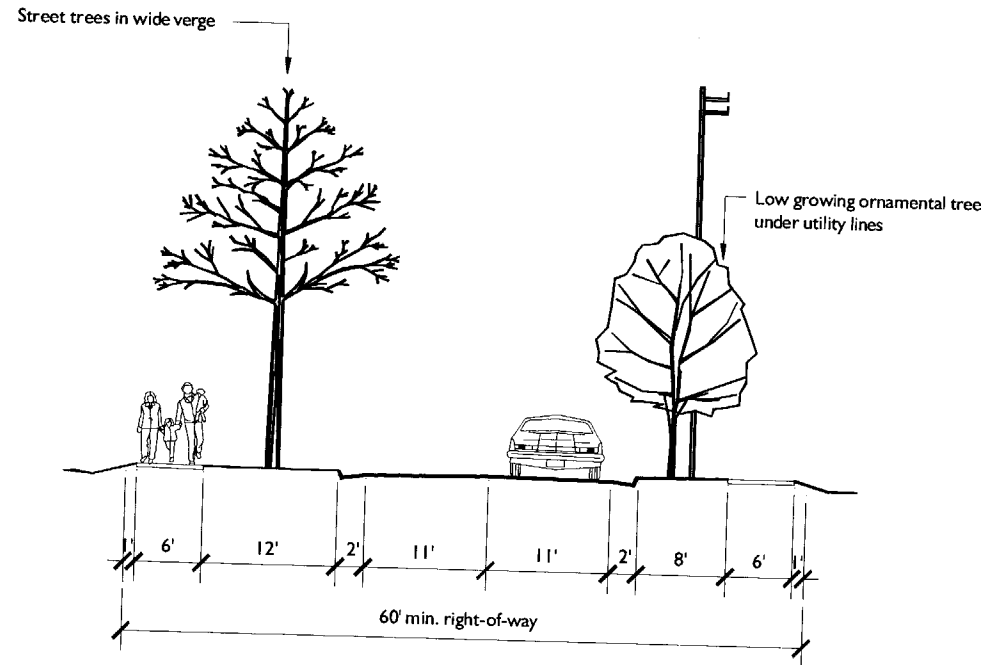
North of Greenwood Street the roadway will continue as a two lane cross section without on street parking. South of Partridge Street a third lane will be added to accommodate turn movements onto Partridge and/or the cross connector road. The location of the transition will depend in part upon the recommended cross connector road.

### Sidewalks and Verges

Since no on-street parallel parking will be added through this section, wider verges and six foot sidewalks can be provided. On the east side of Sewell's Point Road a four foot verge will allow for small ornamental trees to be planted under the overhead utility lines. On the west side of the street a seven foot wide verge allows for the planting of larger street trees between the curb and sidewalk.

### Middle School Greenway and Neighborhood Access Points

An extension of the high school/community center multiple use trail, see Zone 3, may be extended around the perimeter of the middle school or a portion of it to increase connectivity between the schools and neighborhoods. Also existing easements between the school and adjacent neighborhood streets will be developed to increase connectivity and provide alternative pedestrian routes. Since there are no current improvement plans for the middle school and because the location of the cross connector road has not been determined, the multiple use path extension is not included in the first development phase. Also, issues related to security and ability to monitor the path use will need to be resolved for a path alignment and connections through wooded buffers on the south side of the school grounds.



### PROPOSED SECTION FOR SEWELL'S POINT ROAD<sup>NTS</sup> Greenwood Road to Partridge Street

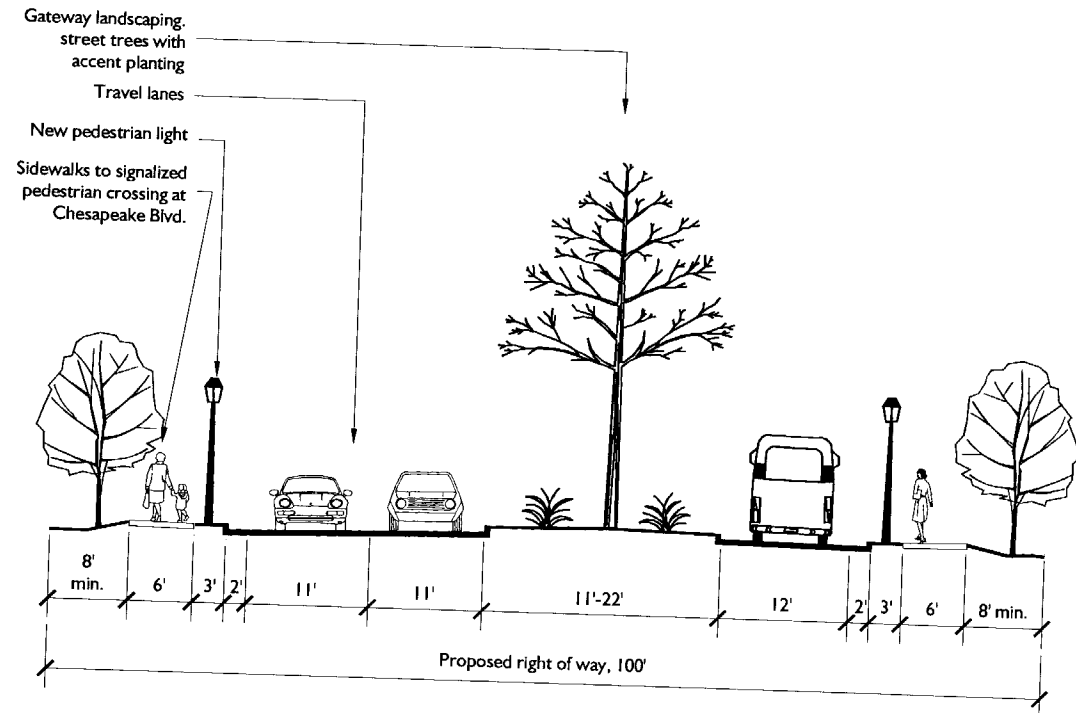
- \* Existing ROW varies - 45'-85'
- \* Acquire ROW to 60' min.



## PLAN ELEMENTS - ZONE 2

### Cross Connector Road

The location and geometry of the cross connector road has not been determined and will be studied further in a future traffic study (recommended). It is anticipated that the road will have up to four lanes at the intersection with Chesapeake Boulevard in order to provide turn movements and allow adequate stacking. A new traffic signal will be required at the intersection with Chesapeake Boulevard, and user activated pedestrian crossing signals will be incorporated.



### PROPOSED SECTION FOR CONNECTOR ROAD

Sewell's Point Road to Chesapeake Blvd.

\* All elements are proposed. Alignment of connector road has not been determined and cross section is subject to change due to site constraints or irregularities.

### ZONE 3 - COMMUNITY CAMPUS Partridge St. to Widgeon Rd.

- -Develop Greenway with 10' wide Multiple Use Path and Landscaping Encircling High School Campus and Connecting to Community Center and Existing Median Greenway
- -Maintain Existing Canopy Trees in Greenway, add Benches and Trash Receptacles
- -Widen Roadway to the East for Community Center and Cross Connector Turn Movements
- -Sign and Utilize Existing East Lane of Sewell's Point Road for Event Parking
- -Bus Shelters and Bus Pullout on East Side with Community Information Board

- -Enhanced crosswalks ( not raised or tabled) at intersections
  - -North Gateway at Widgeon Intersection
  - -Clean Up / Light Underpass
- IMPROVEMENTS THROUGHOUT ZONE**
- -Integrate Sewell's Point Road Trees with High School Varieties
  - -Public Art Recommendations - Integrated Community Icon at Community Center; Mural or Relief on Noise Wall on north side of I-64, approaching corridor; Norview School produced insets in Greenway paving, or related sculpture



400' 200' 100'  
Graphic Scale



## FIVE POINTS COMMUNITY STREETScape PLAN A Conceptual Master Plan for Sewell's Point Road

City of Norfolk, Virginia

September 2003

**INSITES**

DESIGN, PLANNING, ARCHITECTURE

NORFOLK, VIRGINIA

VHB The Miles Agency

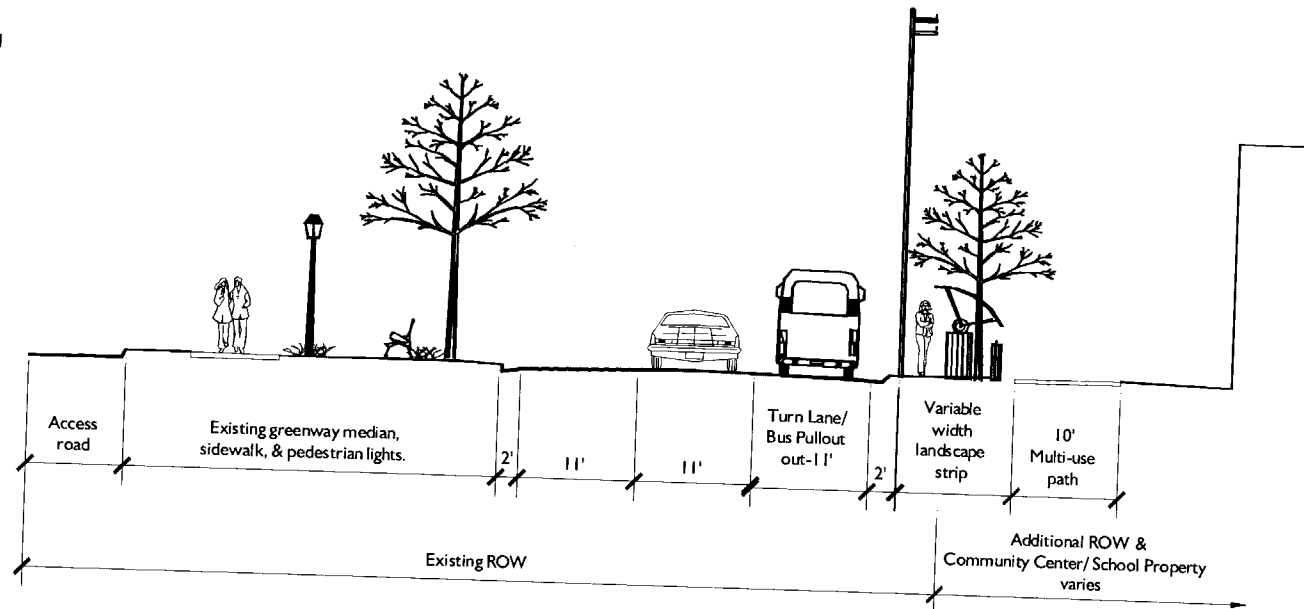
## PLAN ELEMENTS - ZONE 3

### Sewell's Point Road Cross Section

Between Partidge Street/Cross Connector and Middleton Place the existing 2 lane road could become congested with the addition of the Community Center and change in traffic patterns on Picadilly Road. A 33' foot wide three lane cross section may be required for portions of this segment to allow for left turn lanes. This should be studied further as part of the traffic study.

In order to preserve the existing mature gum trees in the greenway median, any necessary roadway widening should occur on the east side of the road. Most of this segment is adjacent to the proposed community center and existing elementary school. A bus shelter is recommended in this area and a bus pull-out should be considered in addition to in place of a turn lane.

From Middleton Place to Widgeon Road there is currently a three lane roadway section, 2 northbound and one southbound, and this is adequate to carry through traffic and allow left turns onto the neighborhood streets. It is recommended however that the outer northbound lane be signed to allow on-street parking during specific school and community activities, routing traffic on one lane in each direction at such times.



### PROPOSED SECTION FOR SEWELL'S POINT ROAD

Partridge Street to Philpotts Road

- \* Existing ROW 100'.
- \* Coordinate multi-use path and bus shelter layout with Community Center design.
- \* Do not disturb large sweetgums in the greenway median.

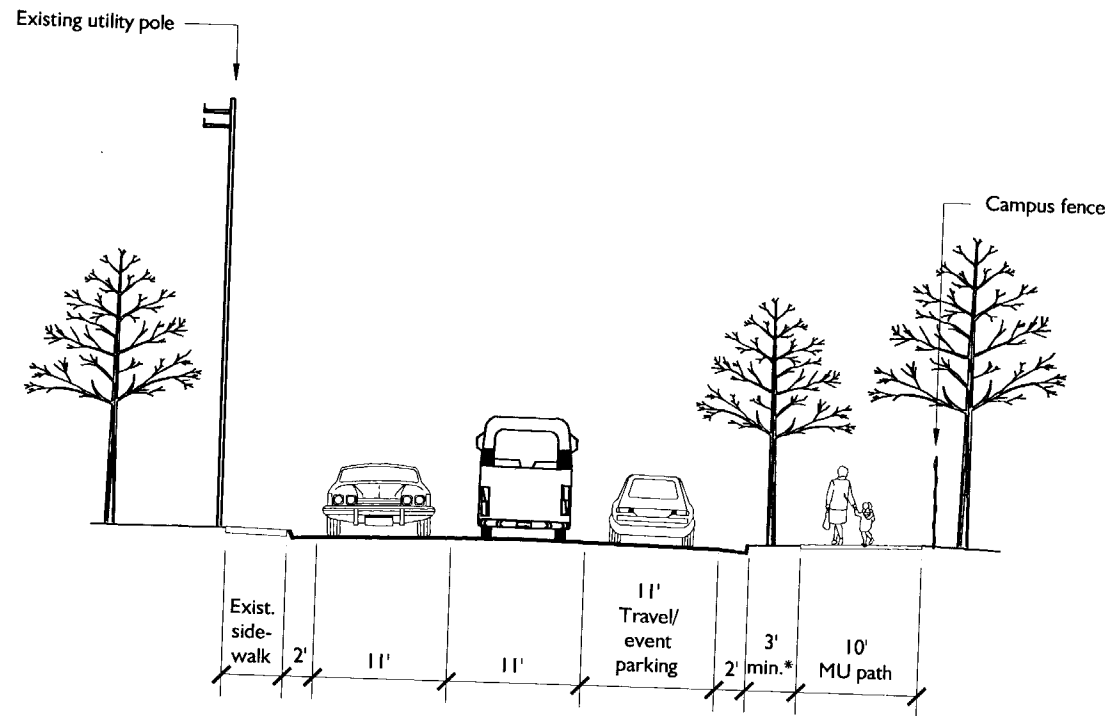


## PLAN ELEMENTS - ZONE 3

### High School Greenway

A multi-use path around the perimeter of the high school campus and proposed community center will provide opportunities for off-road walking, running, and cycling by residents of all ages, school and community center teams and groups. A ten foot wide asphalt multiple use trail is proposed outside of the school perimeter fence and ideally integrated into the current school construction project. While further coordination is required with school representatives and the design and construction firms, the plan illustrates a meandering path along Sewell's Point Road with landscaped pockets between the path and road. The plan will also be coordinated with state transportation officials as the northern leg between Sewell's Point Road and Chesapeake Boulevard runs adjacent to I-64. The use of the right-of-way could be advantageous to limit redesign of the high school loop road. Also the layout of the path should be coordinated with the ongoing community center design as it progresses.

If the perimeter path cannot be achieved, an option exists to widen or utilize the existing sidewalks on the western side of Sewell's Point Road to establish a modified loop on both sides of the road. The path should ideally be ten feet wide to match the school path and to be considered a multiple use path for cyclists and users on foot. In this case the utility lines on the west side from Phillpotts Road to Widgeon Road would need to be relocated and the sidewalk widened. The sidewalk in the median greenway could be widened in place.



## PROPOSED SECTION FOR SEWELL'S POINT ROAD

### Philpotts Road to Widgeon Road

\* Existing ROW varies - 40'-80'.

\* Currently the sidewalk on the west side is within the right-of-way.

The Sewell's Point Rd/High School interface is an irregular line and parts of Sewell's Point Road are built on High School property. Additional right-of-way is required at segments with less than 60'.

\* Coordinate multi-use path layout with High School plans. If possible meander path to provide planting pockets between the road and the path - 8' minimum for small trees and 12' minimum for large.

## PLAN ELEMENTS - ZONE 3

### Sidewalks

Currently the sidewalks within this zone are in relatively good condition and meet accessibility standards. The sidewalks along the high school and west boundary of the elementary school are proposed to be replaced with a greenway trail.

The existing 4' sidewalk running through the wide median between Partridge Street and Philpotts Road is in good condition, but isn't wide enough to accommodate groups of people. It should be widened to at least 8'. If widened to 10' it could serve as link between the proposed high school and middle school multi-use paths. With existing shade trees, the path is also a good location for benches.

The sidewalks are in good condition north of Philpotts Road with the exception of a gap at the Seven Brothers store. Although there is no verge between the edge of the sidewalk and the curb, users don't feel as precariously close to traffic as they do elsewhere in the corridor, which is probably due to wider traffic lanes and the gutter pan. Overhead utility lines run just behind the inner edge of the sidewalk and make the addition of a verge and relocation of the sidewalk an expensive proposition, despite the available right-of-way. While this is an option that could be considered in the future, higher priorities exist within the corridor.

### Widgeon Road Intersection

To create a sense of entry into the corridor from the north or west, minor gateway treatments should be developed at the intersection of Sewell's Point Road and Widgeon Road. Since the intersection is already signalized, it does not need to be raised to slow traffic. However, the crosswalks should be enhanced with imprinted patterns or overlays to coordinate with the crosswalks throughout the corridor. Ornamental trees and pedestrian lights at each corner will further accentuate the transition.

### I-64 Underpass and Public Art Project

Currently the Sewell's Point Road underpass below I-64 is dark and somewhat intimidating to pedestrians. It is also a very clear transition between the neighborhoods to the north and the project limits. The structure and outside faces of the noise walls above the roadway openings are visible from a distance and could be developed as a prominent gateway feature and location for public art, perhaps incorporating lighting or sculptural relief. Coordination with VDOT and the FHWA will be required to work within the I-64 right of way.



## PLAN ELEMENTS - ALL ZONES

### Common Streetscape Elements

With the variety of land uses and specific design solutions outlined previously, it is important to incorporate streetscape elements that are repeated and create a recognizable continuity throughout the corridor. Of the specific icons presented to the community for use in the streetscape, the public preferred the Norview Pilot Star. Applied with a heavy hand, such details can feel contrived or forced and result in a bland, homogenized feeling. However, integrated at key points and in unexpected ways, repeated designs, textures and colors can both unify and animate an environment. Some of the common elements throughout the district are as follows.

### Street Furnishings

Benches, trash receptacles and flowerpots are relatively inexpensive functional elements that can set or reinforce a visual tone. A range of four furniture groupings were selected based upon their ability to complement a wide range of settings. Some were more contemporary or bold and others carried through more traditional influences, while others had a simplicity very much in keeping with Depression Modernism. Of the four the most boldly contemporary, "A" and the most traditional "C" were favored almost equally by the community at a workshop and at the Community Farm Market.

While either could be used, Option C is recommended as it builds from traditional themes while combining "moderne" materials such as aluminum and is as effective in the commercial area as it is in the residential. In fact the aluminum slat bench could be used in the commercial core and the wood slats in the neighborhoods, blending with their surroundings while maintaining design consistency. The bench and trash can are actually recent updates of classic park furnishings and should prove to impart a more timeless and less trendy atmosphere.

### Paving Materials

While most of the streetscapes in the region have relied to some extent on concrete or fired brick pavers, the Five Points community has suggested that they want to be different and to reflect a simpler style. This is in keeping with the "purity of form and materials" often associated with the Depression Modern aesthetic. With this in mind, pavers should not be introduced in large masses and techniques that mimic other materials, such as stamped concrete "cobblestones" or imprinted asphalt "bricks" should not be utilized. If pavers are utilized, square patterns should be used rather than rectangular or irregular shaped pavers.

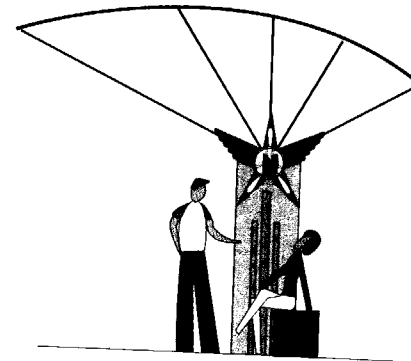
While color, texture and pattern should be introduced in specific locations, the designs should be predominantly simple geometries, or a very limited use of a five pointed star motif. Following this strategy will establish subtly enhanced paving patterns that will be compatible with any of the Depression Modern buildings that might be renovated in the future, while allowing a certain amount of flexibility to integrate other architectural styles. Applying a heavy-handed design of any style in an area with so much potential for redevelopment or at least a facelift would be a mistake.

Many of the sidewalks throughout the corridor will remain in place, particularly on the north end. Where new sidewalks will be established, a simple scored concrete should serve as the basic treatment. At focal points such as bus shelters or where sidewalk widths expand in the commercial core, simple patterns can be introduced with score joints or light sandblasting, and contrasts enhanced with the use of integrally colored concrete. More elaborate designs can be introduced at prominent locations or as part of redevelopment efforts at building entrances through the use of terrazzo or tile mosaics, however these treatments should not be widespread.

For pedestrian crosswalks, contrasting color or patterns should be used to demark the crosswalk and emphasize the contrast from the surrounding asphalt. Several technologies for imprinting patterns into asphalt or applying thermoplastic coatings have emerged in recent years and are being evaluated at various locations throughout the region. As construction phases are designed these technologies should be reassessed to evaluate their durability and appropriateness. Again simplicity in design is the key here, with square patterns or horizontal bands preferable over standard "brick" designs.

### Bus Shelters

Bus shelters are recommended for at least three locations throughout the corridor: at both ends of Hugo Street, at the proposed community center at Sewell's Point Road and Chesapeake Boulevard, and at the north end of the commercial core, near the old post office. These are closest to neighborhood destinations and the shelters could incorporate information about Five Points attractions and events. A variation from the standard HRT plexiglas and metal shelter should be developed to reinforce a recognizable Five Points/Norview district. The following concept illustrates just one possible variation incorporating a Norview Pilots motif.



## PLAN ELEMENTS - ALL ZONES

### Lighting

Pedestrian scale lighting emerged as one of the highest priorities in work sessions with residents and the business community. Currently there is a limited selection of lighting fixtures that Dominion Power will install and maintain in the Hampton Roads region. The "Traditional" is most commonly used in areas where aesthetics are among the selection criteria, although more elaborate "Acorn" lights have been used in regional destinations such as Downtown Norfolk and the Virginia Beach Oceanfront.

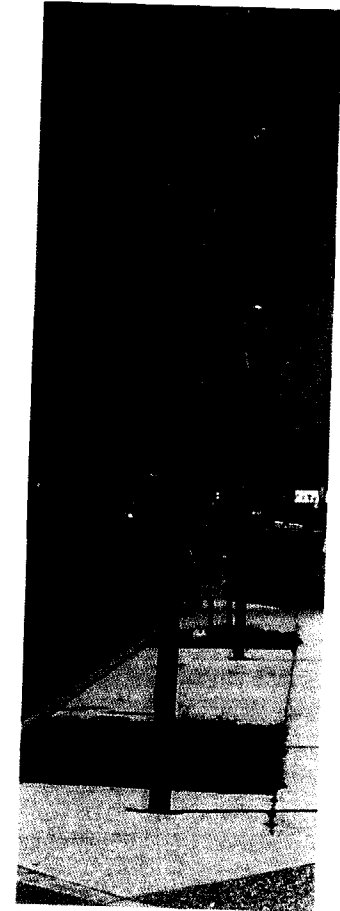
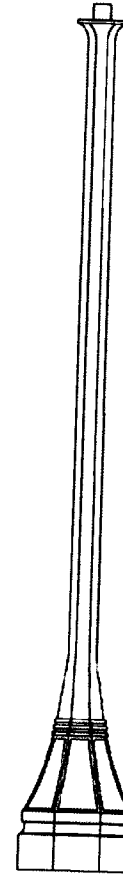
"Traditional" light fixtures were installed as part of the Sewell's Point Road streetscape demonstration project. While generally well accepted, some contend that the model is not compatible with the Depression Modern theme envisioned in the AIA Young Architects Study, which suggests "neon and other creative lighting fixtures could help reactivate the building facades, realizing a wondrous nightscape." It isn't so much an issue that the "Traditional" fixtures are incompatible with the surrounding architecture, they just don't reflect Depression Modernism as a style. It can also be argued that when the architectural style was emerging it was doing so in settings that reflected earlier styles and preferences and that if there were street lights at all, they generally weren't of the new style. (Refer to prior chapter Overall Character for more discussion about authenticity and a brief historical perspective.) This topic could be presented from many different points of view academically, however we'll focus from a standpoint of availability and potential for implementation.

With no Dominion Power fixtures currently available that reflect "authentic" Depression Modern designs, alternative schemes have been developed that could work in conjunction with existing streetlights and introduce a range of potential motifs to the daytime and nighttime streetscape. With the potential of being mounted high on existing poles and incorporating neon-like effects, the lighting alternatives are seen as a way to distinguish the streetscape from any other in the area, and even start to establish a greater Five Points Gateway around the intersection.

While City representatives and officials are willing to try new ideas in the Commercial Core, the majority of residents responding to a survey favor the traditional approach over solutions that could be seen as trendy.

In light of the public demand for pedestrian scale lighting and the preference for the "tried and true" elements, the Dominion Power "Traditional" or "Carlyle" lighting fixtures would have been appropriate within the commercial area, but not necessarily throughout the corridor. Like the Traditional, the Carlyles are similar to lights being used when the moderne style emerged. However they are very similar to the Acorn fixtures used in Downtown Norfolk and cost twice as much to operate. Based upon community feedback to be more down to earth and not become another Downtown or Ghent, the Traditional are the better choice and a more humble reflection of the neighborhood origins. They are also currently being installed in the median between Partridge Street and Philpotts Road.

There is somewhat more flexibility in the range of poles that can be installed. In place of smooth round standard poles in the business district, a more interesting octagonal pole from one of Dominion Power's approved vendors, the Shakespeare Company, is recommended. This will help establish a distinctive presence along with the electrical service, junction boxes, poles and fixtures. If at some point in the future expanded Dominion Power offerings include fixtures more suggestive of Depression Modern architecture they could possibly be switched out on the existing poles. Or if a business association emerges it could choose to take on the ongoing maintenance of different fixtures, much as other areas have flowerpot or banner programs supported by the surrounding businesses. In the meantime, streetlights that are readily available should be installed as the streetscape improvements commence.



The "Syracuse" model light pole is recommended for the commercial district with the "Traditional" light fixture. For the residential zones, the standard smooth pole is being installed.

## PLAN ELEMENTS - ALL ZONES

### Public Art

Although the City of Norfolk does not have a policy or program for providing public art, there has been an expressed interest in considering options for integrated artwork within the corridor. At an initial public information meeting, residents and business owners were shown a slide show of public art and innovative streetscapes from around the country and responded favorably to the wide range of options. In fact, participants ranked "other public art" as a higher priority than murals and many other proposed streetscape elements. Property and business owners expressed interest in participating in efforts to establish temporary and permanent artworks.

There is an unlimited number of ways that public art could be integrated into the corridor and the following are possibilities for initial projects and initiatives:

- Establish the corridor as a pilot percent-for-art district, setting aside one to two percent of the budget of any public improvements in the area for public art projects.
- Create zoning incentives for private developers who integrate public art in new developments within the corridor.
- Tell the story of Norview/Five Points utilizing photographs digitally rendered on tile or motifs integrated into sidewalk panels – various locations.
- I-64 underpass gateway mural or relief sculpture.
- Utilize existing roof scaffolding for silhouettes/shadow-casters/lighting effects.
- Incorporate creative lighting effects at the Five Point Intersection and throughout the corridor.



### Plant Materials

A variety of trees can be utilized throughout the corridor, from large canopy trees on the school and community center grounds to medium sized street trees in the business district parking knuckles, to low growing, highly ornamental trees. The specific species recommended in the following exhibit include varieties found throughout the corridor. The primary streetscape tree is the seedless variety of the sweetgum that also dominate the median in the center of the corridor. Others have been selected from the City's Bureau of Parks and Forestry's list of trees approved for different sized tree lawns and applications, such as under utility lines. Of the ornamental trees, the golden rain trees are used along Chesapeake Boulevard and should be continued along Chesapeake Boulevard in the commercial core. The purple leaf plums have a bold impact and have been well received by the public responding to a survey, and will be the primary flowering tree on Sewell's Point Road. East Palatka Hollies are the primary small evergreen throughout the corridor.

The use of shrubs and perennials should be limited throughout the corridor and concentrated primarily at focal points such as gateways, greenways and some of the sidewalk verges. The recommended varieties are reliable and have a high level of visual appeal, however shrub and perennial beds need a higher level of maintenance that adjacent property owners aren't always willing to provide.



The existing signs and scaffolding on the roofs of the buildings are a very prominent reminder of the vitality of the commercial core. Retrofitting these with visual elements or text that cast shadows on the street and/or are outlined in light is but one potential expression of public art within the corridor.

### Utilities

#### Private

Due to the small cross section of roadway and the urban nature of design, room for utility easements is not available. With the relocating or raising of the utility poles, the power lines and other private utilities can be consolidated and lines run under the roadway to improve the visual aspects of the corridor, while allowing for possible lighting improvements with other secondary uses of the poles.

#### Public

Sewer and Water service is provided along Sewell's Point Road by lines running under the roadway. The sewer line, which is a 10" gravity line, is in need of replacement due to its age, circa 1920. The water line, which is an 8" line, was installed in 1994 and would most likely not need to be replaced. Any future roadway reconstruction in Zone 1 would replace the sewer line and examine the water line. The lines will remain under the roadway due to the narrow right of way.

### Drainage

Reconstruction of the roadway from the Five Points intersection to Green Street will require lowering the existing road grades and installation of a new drainage system to promote positive drainage and reduce potential for flooding in existing buildings. Modifications to the drainage system will also be required to support the planting knuckles and tabled intersections and crosswalks. Designs should consider addition of sidewalks and drainage infrastructure in Zone 2 to promote all-weather pedestrian movements.

Because of the high amount of existing impervious coverage along the roadway stormwater management is not an anticipated requirement for reconstruction. Due to the urban nature of the corridor, stormwater ponds cannot be used. Other best management practices including products like Stormceptor or Filterra tree pits can be used which could offer solutions to pollutant loading reduction.



# PRELIMINARY BUDGET

## Sewell's Point Streetscape

### Section 1 : Five Points to Greenwood Road

#### Conceptual Plan - Opinion of Probable Costs

Item No.	Item Description	Unit	Quantity	Unit Price	Cost
1	Curb Cut (Ramps CG-12)	EA	21	\$ 500.00	\$ 10,500.00
2	Stamped Asphalt Crosswalks	SY	910	\$ 70.00	\$ 63,700.00
3	Water Line Replacement	LF	1,350	\$ 50.00	\$ 67,500.00
4	Sewer Line Replacement	LF	1,350	\$ 70.00	\$ 94,500.00
5	Roadway Reconstruction	LF	1,400	\$ 400.00	\$ 560,000.00
6	Building Demolition	LS	1	\$ 50,000.00	\$ 50,000.00
7	Right-of-Way Acquisition:	ALLOW.	1	\$ 200,000.00	\$ 200,000.00
8	Overhead Utilities	LF	1,200	\$ 150.00	\$ 180,000.00
9	Signing and Marking	LS	1	\$ 12,000.00	\$ 12,000.00
10	Maintenance of Traffic	LS	1	\$ 19,000.00	\$ 19,000.00
11	Concrete Sidewalk	SY	1,600	\$ 35.00	\$ 56,000.00
12	Sandblasted Concrete Sidewalk	SY	1,600	\$ 40.00	\$ 64,000.00
13	Pedestrian Lights, Pole and Service	EA	55	\$ 2,500.00	\$ 137,500.00
14	Trash Receptacles	EA	12	\$ 1,600.00	\$ 19,200.00
15	Benches	EA	12	\$ 1,900.00	\$ 22,800.00
16	Planters	EA	24	\$ 800.00	\$ 19,200.00
17	Canopy Trees - 3" Caliper	EA	30	\$ 625.00	\$ 18,750.00
18	Ornamental Trees - 2" Caliper	EA	14	\$ 325.00	\$ 4,550.00
19	Shrubs and Perennials	LS	1	\$ 3,000.00	\$ 3,000.00
20	Seeding	LS	1	\$ 1,500.00	\$ 1,500.00
21	Planting Pit - Soil Replacement	CY	396	\$ 35.00	\$ 13,860.00
22	Bus Shelters	EA	3	\$ 10,000.00	\$ 30,000.00
23	Gateway Lighting	LS	1	\$ 30,000.00	\$ 30,000.00
24	Public Art - 2% of Project	ALLOW.	1	\$ 33,551.20	\$ 33,551.20
	Contingency @15%				\$ 256,666.68
	Subtotal				\$ 1,967,777.88
	Design and Administration @ 15%				\$ 295,166.68
Total :					\$ 2,262,944.56

## Sewell's Point Streetscape

### Section 2: Greenwood Road to Partridge Street

#### Conceptual Plan - Opinion of Probable Costs

Item No.	Item Description	Unit	Quantity	Unit Price	Cost
1	Curb Cut (Ramps CG-12)	EA	7	\$ 500.00	\$ 3,500.00
2	Stamped Asphalt Crosswalks	SY	450	\$ 70.00	\$ 31,500.00
3	Mill Existing Pavement	SY	2,900	\$ 2.00	\$ 5,800.00
4	Overlay Existing Pavement	TON	200	\$ 50.00	\$ 10,000.00
5	Connector Roadway Construction	LF	500	\$ 500.00	\$ 250,000.00
6	Right-of-Way Acquisition*:	ALLOW.	1	\$ 2,500,000.00	\$ 2,500,000.00
7	Building Demolition*	EA	1	\$ 250,000.00	\$ 250,000.00
8	Traffic Signal	EA	1	\$ 150,000.00	\$ 150,000.00
9	Overhead Utilities	LF	1,000	\$ 150.00	\$ 150,000.00
10	Sidewalk (Greenwood Rd. To Partridge St.)	SY	750	\$ 30.00	\$ 22,500.00
11	Curb and Gutter	LF	1,000	\$ 14.00	\$ 14,000.00
12	Signing and Marking	LS	1	\$ 10,000.00	\$ 10,000.00
13	Maintenance of Traffic	LS	1	\$ 15,000.00	\$ 15,000.00
14	Asphalt Multi-Use Path	LF	2,300	\$ 40.00	\$ 92,000.00
15	Pedestrian Lights, Basic Pole and Service	EA	30	\$ 1,500.00	\$ 45,000.00
16	Trash Receptacles	EA	8	\$ 1,400.00	\$ 11,200.00
17	Benches	EA	8	\$ 1,600.00	\$ 12,800.00
18	Canopy Trees - 3" Caliper	EA	25	\$ 625.00	\$ 15,625.00
19	Ornamental Trees - 2" Caliper	EA	25	\$ 325.00	\$ 8,125.00
20	Shrubs and Perennials	LS	1	\$ 7,500.00	\$ 7,500.00
21	Seeding	LS	1	\$ 1,500.00	\$ 1,500.00
22	Bus Shelters	EA	2	\$ 10,000.00	\$ 20,000.00
23	Planting Pit - Soil Replacement	CY	150	\$ 35.00	\$ 5,250.00
24	Public Art - 2% of Project	ALLOW.	1	\$ 72,626.00	\$ 72,626.00
	Contingency @15%				\$ 555,588.90
	Subtotal				\$ 4,259,514.90
	Design and Administration @ 15%				\$ 638,927.24
Total :					\$ 4,898,442.14

Note: Budgets have been developed using 2003 costs and real estate assessments with a modest contingency for inflation and unforeseen circumstances. Since the implementation of some or all of the improvements will be in an undetermined time frame in the future, budget estimates should be revisited at such time as any design and construction projects are considered for a Capital Improvement Plan.



# PRELIMINARY BUDGET

## Sewell's Point Streetscape

### Section 3: Partridge Street to Widgeon Road

#### Conceptual Plan - Opinion of Probable Costs

Item No.	Item Description	Unit	Quantity	Unit Price	Cost
1	Curb Cut (Ramps CG-12)	EA	32	\$ 500.00	\$ 16,000.00
2	Stamped Asphalt Crosswalks	SY	340	\$ 70.00	\$ 23,800.00
3	Mill Existing Pavement	SY	3,400	\$ 2.00	\$ 6,800.00
4	Overlay Existing Pavement	TON	350	\$ 50.00	\$ 17,500.00
5	Overhead Utilities	LF	1,300	\$ 150.00	\$ 195,000.00
6	Sidewalk (Partridge St. To Quail St East.)	SY	750	\$ 30.00	\$ 22,500.00
7	Widen Sidewalk in Median	SY	710	\$ 30.00	\$ 21,300.00
8	10' Multiple Use Path, Replace Sidewalks	LF	4,815	\$ 40.00	\$ 192,600.00
9	10' Multiple Use Path, Uncleared ROW	LF	1,575	\$ 55.00	\$ 86,625.00
10	Curb and Gutter	LF	2,400	\$ 14.00	\$ 33,600.00
11	Signing and Marking	LS	1	\$ 25,000.00	\$ 25,000.00
12	Maintenance of Traffic	LS	1	\$ 41,000.00	\$ 41,000.00
13	Pedestrian Lights, Basic Pole and Service	EA	52	\$ 1,500.00	\$ 78,000.00
14	Trash Receptacles	EA	10	\$ 1,400.00	\$ 14,000.00
15	Benches	EA	20	\$ 1,600.00	\$ 32,000.00
16	Canopy Trees - 3" Caliper	EA	30	\$ 625.00	\$ 18,750.00
17	Ornamental Trees - 2" Caliper	EA	18	\$ 325.00	\$ 5,850.00
18	Shrubs and Perennials	LS	1	\$ 12,500.00	\$ 12,500.00
19	Seeding	LS	1	\$ 2,500.00	\$ 2,500.00
20	Public Art - 2% of Project	ALLOW.	1	\$ 16,906.50	\$ 16,906.50
	Contingency @15%				\$ 129,334.73
	Subtotal				\$ 991,566.23
	Design and Administration @ 15%				\$ 148,734.93
<b>Total :</b>					<b>\$ 1,140,301.16</b>

Note: Budgets have been developed using 2003 costs and real estate assessments with a modest contingency for inflation and unforeseen circumstances. Since the implementation of some or all of the improvements will be in an undetermined time frame in the future, budget estimates should be revisited at such time as any design and construction projects are considered for a Capital Improvement Plan.



## **Appendix A**

### **PUBLIC INVOLVEMENT**



# PUBLIC INVOLVEMENT

April 10th Community Meeting Survey Responses

Participants were asked to rank the relative priority of specific streetscape elements.

## HIGHEST PRIORITY FEATURES - Very High Number of "Higher" Rankings

FEATURE / RELATIVE PRIORITY	HIGHER	MODERATE	LOWER	NO RESPONSE
High Mast Street Lights	14	1	1	0
Continuous, Accessible Sidewalks	14	1	0	1
5 Pts Intersection - Traffic Patterns	12	4	0	0
Pedestrian Lighting	12	0	1	3
Improved Crosswalks	11	4	1	0
Trash Receptacles	11	3	2	0

## HIGH PRIORITY FEATURES - More "Higher" Rankings than "Moderate" or "Lower"

RELATIVE PRIORITY	HIGHER	MODERATE	LOWER	NO RESPONSE
Other Landscaping	7	6	3	0
5 Pts Intersection - Gateway Feature	7	6	2	1
More On-Street Parking	7	6	0	3
Realign On-Street Parking	7	5	1	3
Other Public Art	6	6	4	0
More Off Street Parking	6	6	1	3

## MODERATE PRIORITY FEATURES - More "Moderate" Rankings

RELATIVE PRIORITY	HIGHER	MODERATE	LOWER	NO RESPONSE
Potted Plants	2	11	3	0
Screen Off Street Parking	3	9	1	3
Murals	2	9	5	0
Street Trees	5	8	3	0
Benches	4	8	4	0
Reduce Through Traffic	3	8	5	0
Banners	3	7	6	0
Bicycle Lanes	2	7	6	1

## LOWER PRIORITY FEATURES - More "Lower" Rankings

RELATIVE PRIORITY	HIGHER	MODERATE	LOWER	NO RESPONSE
Neighborhood Commons	4	5	6	1
Pocket Parks / Plazas	3	6	7	0
Information Kiosk	1	4	7	4

## FIVE POINTS STREETSCAPES PROJECT MASTER PLAN ALTERNATIVES RESPONSE FORM with COMPILED RESPONSES PUBLIC WORKSHOP 6/27/03

Please let us know your preference within each category. You may use the back of this form if necessary.

### OVERALL CHARACTER - Choose One

ECLECTIC 12  
TRIED AND TRUE 29  
Comments: \_\_\_\_\_

### CORRIDOR THEME - Choose One

PILOT STAR 17  
SHOOTING STAR 12  
STREAMLINE STAR 4  
NO STARS 8  
Comments: \_\_\_\_\_

### STREET FURNITURE - Choose One

Option A 17  
Option B 7  
Option C 16  
Option D 3  
Comments: \_\_\_\_\_

Do you support the **TRAFFIC CALMING MEASURES** recommended for the corridor, including the **CHESAPEAKE BOULEVARD CROSSOVER ROAD**?

YES 41  
NO 1  
Comments: Varies

What is your overall impression of the **PRELIMINARY MASTER PLAN** as a Long Range Vision for the Five Points Community Streetscape? Choose one.

EXCELLENT 24  
GOOD 16  
FAIR 3  
POOR 0  
Comments: Varies

What do you like most about the plan? Varies

May we contact you should we have questions? If so, please give us your contact information for follow up. Thank you for your participation.

Name: \_\_\_\_\_  
Telephone: \_\_\_\_\_ (Day) \_\_\_\_\_ Evening



# PUBLIC INVOLVEMENT

## Focus Group Issues City Departments & Schools

March 25, 2003  
City Hall

- Norview Alumni Memorial has been proposed for somewhere in the corridor. The Community Market has been mentioned as a potential location.
- The VDOT funded Five Points intersection safety study is pending and will focus on signage and pavement markings in the intersection. The timing is to be determined.
- There is a potential traffic study of the Five Points intersection that the City may perform. It may be approved as part of the CIP later this year.
- ADA accessibility of sidewalks is an issue at locations throughout the corridor.
- The High School development plan is proceeding according to the master plan.
- Middleton Place will continue to function as it currently does.
- There are traffic conflicts on Piccadilly currently, and the proposed Community Center will influence how through traffic is accommodated.
- There are currently bus routes on Chesapeake and Sewell's Point. HRT has considered Bus turnouts where feasible on Chesapeake.
- HRT's current bus shelter is 6' x 12' and costs approximately \$2,200.
- HRT offers community based van leasing for smaller ridership routes.
- Additional lighting is an issue in the greenway.
- Choice of pedestrian lighting is limited to specific Dominion Standard models due to storage constraints for extra parts.
- The City is beginning to develop larger Community Centers that serve more neighborhoods and the demands at the Norview Center support a more diverse range of services and activities.
- The current proposed location for the Community center depends upon the ability to acquire 2 lots that recently sold to a private party.
- There are limited Utility projects pending. A water line is being reconstructed at Norview and Alexander. Wet weather water flow problems have been identified along Philpotts Road. Wastewater lines were relined in the mid 1990's. Pump Station #48 is being upgraded this year. There are some wastewater lines behind some of the properties on Sewell's Point Road, in addition to those in the streets.
- The general strategy for overall utility upgrades would be to replace/upgrade any shallow utility services if there is significant construction in the corridor.
- Parking issues are seen as significant in the business sector.
- Signage through the corridor is seen as obsolete. The City has a signage consultant.
- The number of storefront churches is seen as an issue to limited use and activity in the corridor and these are not permitted under the corridor overlay zoning.
- Alternative pedestrian walkways through the neighborhood into the Middle School may alleviate some crowding and spillover onto Sewell's Point Road.

Opportunities for increased public awareness are as follows:

- Monthly newsletter to parents – through Elementary School.
- School Websites
- Parent/Teacher Association – joint meeting with resolution of support
- PSA on Channel 47

## Measures of Success

- Feasible and realistic
- Cohesive corridor throughout
- 2005/2006 completion of the High School and Recreation Center – coordinate streetscape to coincide
- Timely utility tie-ins
- Safe convenient bus stops
- Trash-free
- Sense of place
- Include a closed-circuit walking and bicycling trail
- On-time and on-budget



# PUBLIC INVOLVEMENT

Focus Group Meetings  
5 Points Task Force Pancake Breakfast

March 27, 2003  
Norview United Methodist Church

The Mission for the Five Points area was discussed and no changes were felt to be necessary. This could guide the streetscape project as well.

The elements of the Young Architects study that have been identified as being relevant to the streetscape study were discussed and accepted as valid.

Additional specific issues were discussed.

- Sidewalk continuity
- Pedestrian safety – too close to street in some areas.
- Drainage – walkways flood, especially on side streets.
- Parking. Perceived lack. Nighttime peaks. Currently 1-2 spaces/1000 sf of business property. Weekend Community Market peaks.
- Cooperative parking agreements may be the solution. Churches currently allow people who work in the area to park, and the Masonic Lodge allows bank employees to park.
- Community Market – Currently trying to identify short term and long range locations. Several are being evaluated, including the proposed Community Center.
- Traffic congestion at Green Street and Sewell's Point Road, particularly for left turns. Is a light justified?
- Truck traffic demolishes sidewalks at Five Points intersection.
- Street lights needed, particularly on Green Street at the Post Office. Funding is available for lighting, but has been held at task Force request pending this study.
- Accidents at the intersection and confusing signs are an image problem for the area.
- Crime in the corridor and especially lately at the Exxon. Police suggest fencing and restricting pedestrian traffic between Sewell's Point and Chesapeake Blvd.
- Additional lighting may help with crime.

Measures of success.

- Communication. "If it isn't enough the team will hear about it."
- Make more parking available.
- Complete another section(s) of sidewalk.
- Traffic access and safety improvements.
- Visible small improvements
- Maintain momentum
- Tie in with High School and Community Center progress

Related opportunities

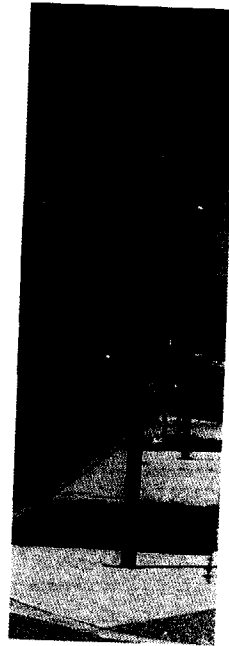
- Small business incubation – have owners improve properties
- Abernathy needs to do something with his property
- Other cities raise taxes for buildings that sit vacant for a given amount of time



# OVERALL CHARACTER TRIED AND TRUE



BUS SHELTER/ COMMUNITY KIOSK  
HRT STANDARD WITH MURAL/ BULLETIN BOARDS



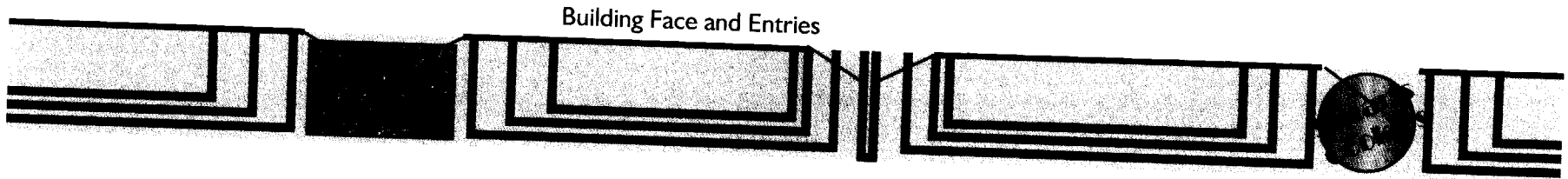
COLONIAL PEDESTRIAN LIGHTS

While reflecting the Depression Modern aesthetic of the district, this option also incorporate more traditional elements and techniques, uniform patterns and premanufactured street furnishings, as well as custom touches.

These sketches are preliminary and intended only to suggest possible alternatives. Refer also to CORRIDOR THEME and STREET FURNITURE options.



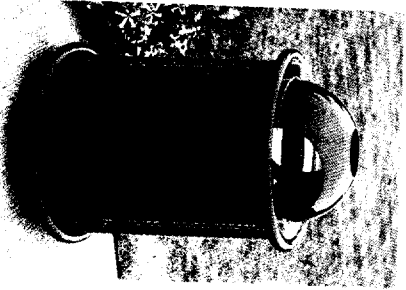
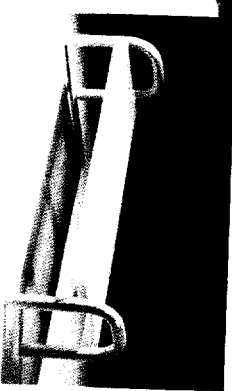
COLONIAL PEDESTRIAN LIGHTS  
with THEMED FLOWER POT ARMS



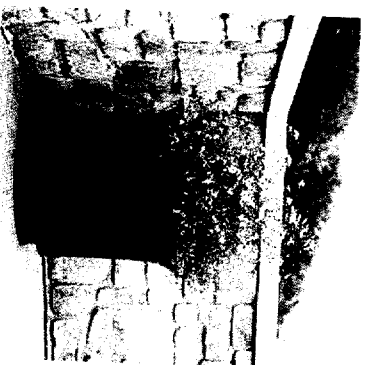
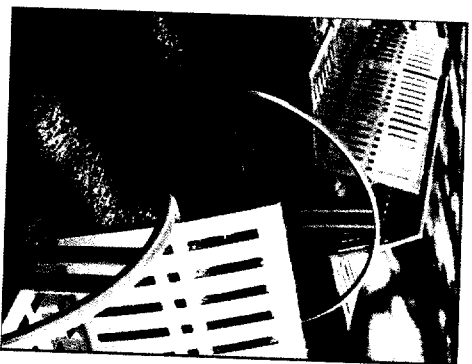
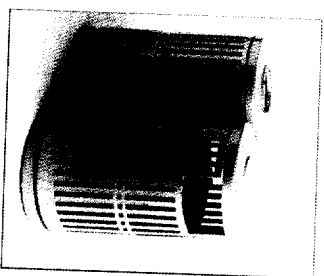
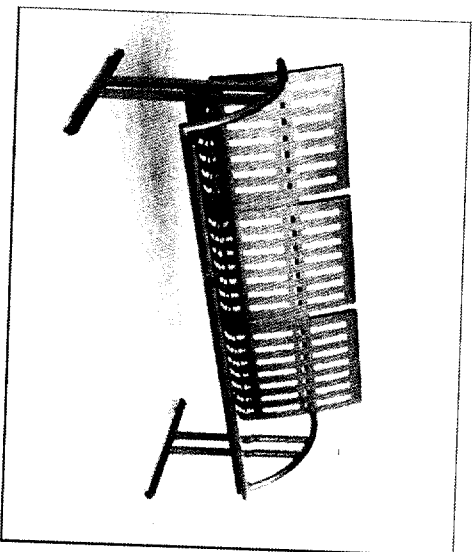
A WALKING HISTORY - CONCRETE WALKS WITH PAVER BORDERS AND  
TERRAZZO OR PAVER INSETS AT ENTRIES AND KEY POINTS

# STREET FURNITURE

## OPTION A



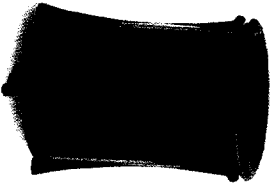
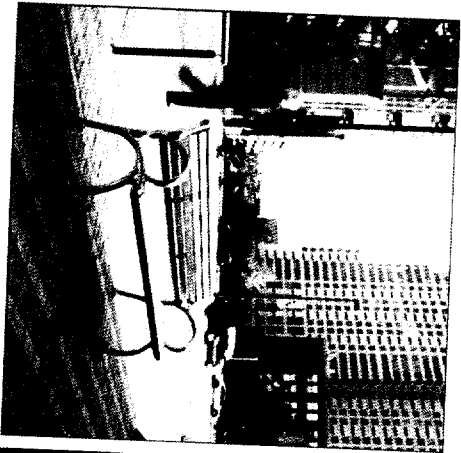
## OPTION B



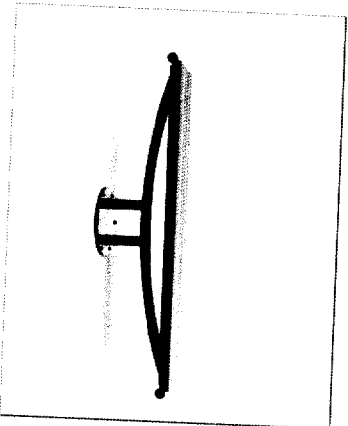
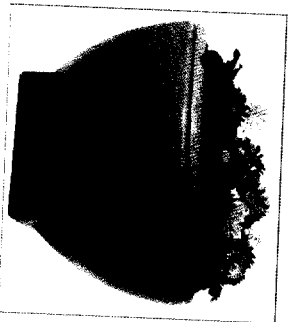
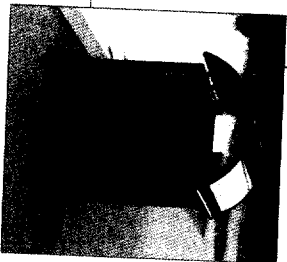
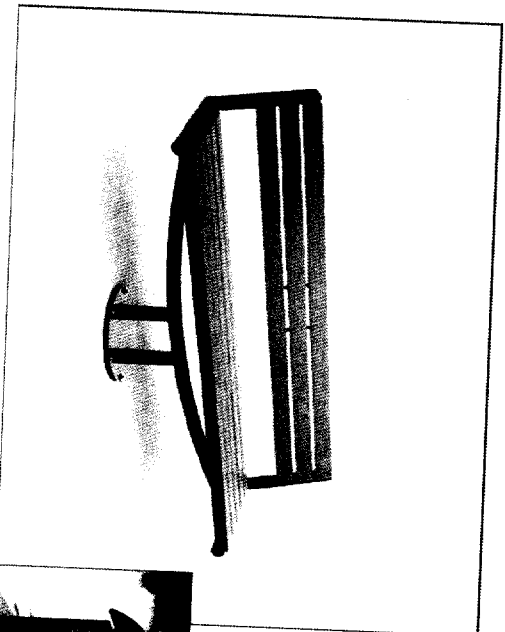


# STREET FURNITURE

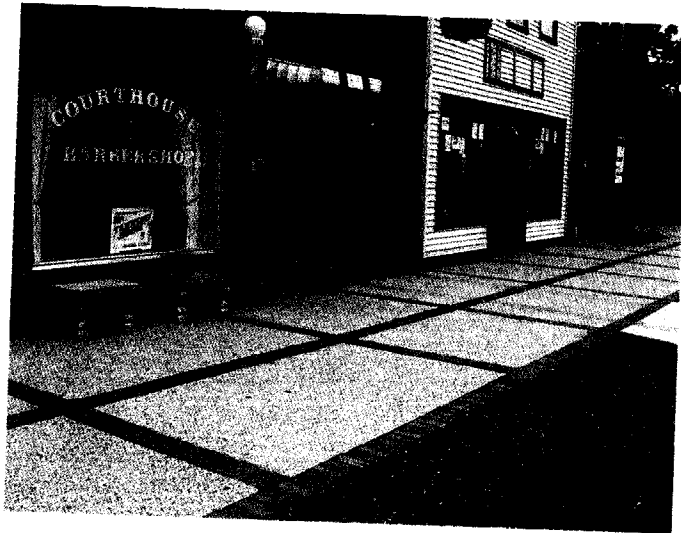
OPTION C



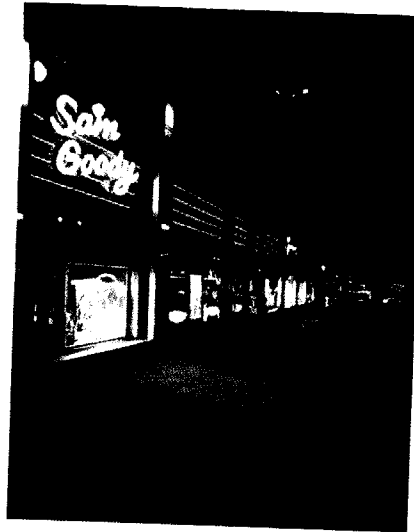
OPTION D



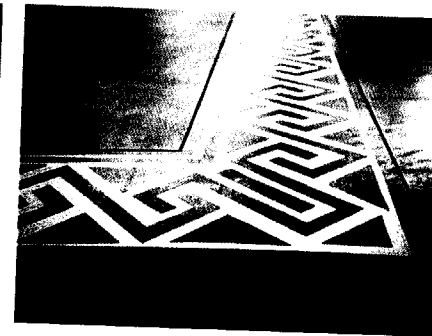
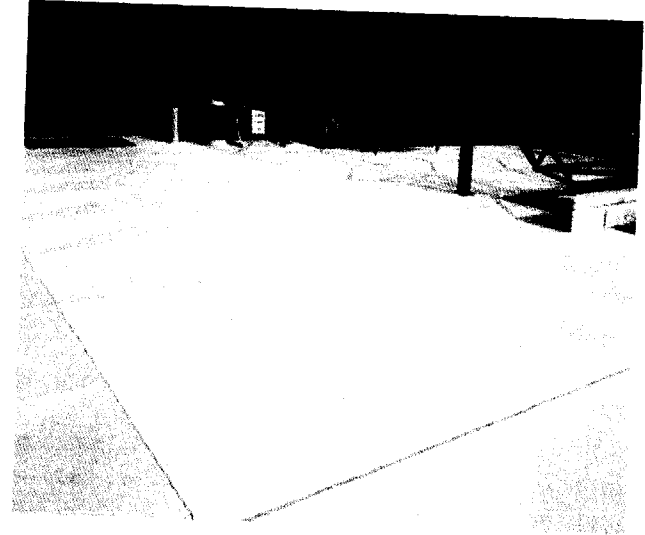
# PAVING OPTIONS



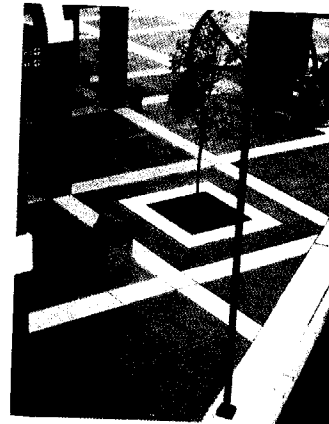
**UNIT PAVERS WITH CONCRETE**



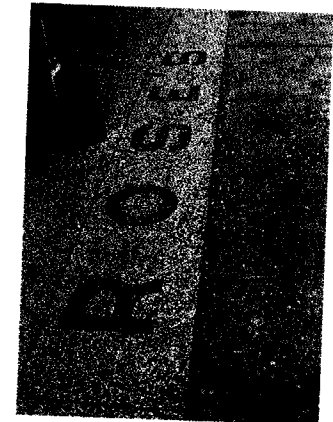
**EXPOSED AGGREGATE AND SANDBLASTED CONCRETE**



**STAINED CONCRETE**









**INTEGRALLY COLORED CONCRETE**



**TERRAZZO**

# PLANT PALETTE

TREE TYPE	LOCATIONS	POTENTIAL SPECIES	PHOTOS
Large Canopy Tree	Campus Greenway Community Center	Black Gum Nuttall Oak Willow Oak	  
Canopy Tree	Campus Greenway Community Center Business District Knuckles Gateways	Seedless Sweetgum River Birch Lacebark Elm	  


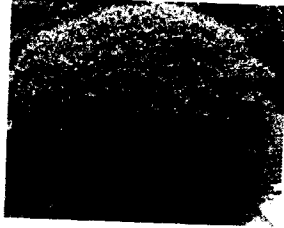



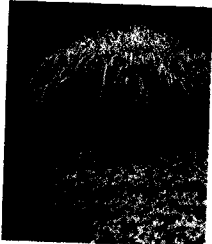







# PLANT PALETTE

TREE TYPE	LOCATIONS	POTENTIAL SPECIES	PHOTOS
Evergreen Tree	Campus Greenway Community Center Business District Sidewalks Gateways	East Palatka Holly	Chinese Evergreen Oak
Ornamental Tree	Greenways Gateways Business District Sidewalks	Shantung Maple	Purple Leaf Plum Vitex Golden Rain Tree



# PLANT PALETTE

PLANT TYPE	LOCATIONS	POTENTIAL SPECIES	PHOTOS
Shrubs	Greenways Gateways Business District Knuckles	Quince	   
Perennials	Greenways Gateways Sidewalk Verges Gateways	Daylilies	  
Containers	Business District	Trailing Rosemary	   



## **Appendix C**

### **RELATED STUDIES**



## RELATED STUDIES

From "The Five Points Community - Proposals for Revitalization"  
The Young Architects Forum, AIA, Hampton Roads Chapter, 1998

### REVITALIZATION MISSION STATEMENT:

Recreate a safe and cohesive Five Points Community with a strong sense of identity supported by a coalition of the surrounding neighborhoods, businesses, schools, churches and public safety through --

- an integrated network of pedestrian connections,
- a revitalized central business district,
- organized community-wide recreation and communication.

### CONNECTIONS

#### General Theme:

Improve the physical connections for pedestrians throughout the neighborhoods which together comprise the Five Points Community, with emphasis on improving access between the individual neighborhoods and the common spaces of the Community's center-referred to here in as the Activity Core. Special consideration is given to pedestrian priority at pedestrian/vehicle conflict points. Issues are pedestrian safety, comfort, and interest.

- Redevelop Sewell's Point Road as a pedestrian spine for the neighborhood -- a tree lined boulevard with generous sidewalks and other pedestrian street amenities.
- Improve pedestrian crossing at major thoroughfares -- in particular at the intersection of Chesapeake Boulevard and Piccadilly Street.
- Create a major East/ West pedestrian axis between East Norview and the Activity Core using a pedestrian-activated traffic signal at Chesapeake Boulevard. Construct a public space at the east end of the crossing with a covered shelter for waiting.
- Install a timeclock at the I-664 pedestrian overpass to enhance public safety. The crossing would be closed from dusk to dawn.
- Prohibit through truck traffic on Alexander Street.
- Prohibit left turns from Chesapeake Boulevard onto Alexander Street.
- Develop a recreation path for biking/ walking/ jogging through an existing natural area behind Norview Middle School.

### CENTRAL BUSINESS DISTRICT

#### General Theme:

Reinvigorate the old central business district along Sewell's Point Road between the Middle School and the Five Points intersection to serve as a public community gathering place and central focus for the Five Points Community. Issues are improving pedestrian safety, community identity, community access to neighborhood businesses, providing pedestrian opportunities and places for public interaction.

- Provide a community mural on the Sewell's Point side of Belo's Market-- providing an opportunity to enhance community identity and community pride.
- Develop a community banner project along utility poles on Sewell's Point Road celebrating individual members of the Community and their contributions.
- Initiate a community planter pot program along the lower blocks of Sewell's Point Road similar to Colley Avenue in the Ghent neighborhood.
- Institute a community spot landscaping program where individual businesses, churches, and community groups adopt landscaped areas, providing for their maintenance.
- Build low walls/ planters along the parking lot edges surrounding the Five Point intersection and major parking areas within the district providing edges which physically and visually separate pedestrian space from automobile space.
- Plant trees and landscaped islands in the Belo parking lot to minimize the impact of the automobile on the pedestrian street.
- Plant street trees in the parking lanes on Sewell's Point Road from Five Points to Strand Street to provide a tree canopy for pedestrians along Sewell's Point Road.
- Improve pedestrian connections to the post office.
- Develop a satellite police station on Sewell's Point Road using existing space in a vacant building or existing business. The space should have good visual access to the street.
- Paint/ repair building exteriors with particular emphasis given to building entrances. Increase the transparency of building facades, improving visibility from businesses to street and from street into businesses.
- Build on the existing strengths of the Depression Modernism architecture in the business district. Uncover and repair existing features and develop new architectural language which is compatible with the old. Create an overall destination district using the revived architectural language of the Depression Modern movement. This district would be unique in the City and the region.



## RELATED STUDIES

### Central Business District -Continued

- **Remove excessive and abandoned signage. Develop new signage standards for the community emphasizing size, height and placement.**
- **Construct new sidewalks and curbs.**
- **Enhance the visibility of pedestrian crossings on Sewell's Point Road.**
- Repair and repaint the exterior of the post office and its signage.
- Improve the parking lot and pedestrian space around the post office.
- Establish a pedestrian overlay district which requires new buildings to be constructed along the line of sidewalk with minimum requirements for fenestration transparency to the street and which requires parking areas to be constructed either behind or beside buildings on the pedestrian street.
- **Create East/ West pedestrian streets of Hugo and Green Streets between Sewell's Point Road and Chesapeake Boulevard.**
- Develop standards for building awnings and canopies.
- Form a committee to actively work to attract new businesses to the district. Recruit businesses which would encourage pedestrian use of the street, including those which would encourage nighttime pedestrian traffic.
- **Install new pedestrian scale street lamps using the City of Norfolk's acorn lamp standard.**
- **Provide an information kiosk in a public square in the business district.**
- **Provide new benches, trashcans and other street furniture compatible with the architectural theme of the district.**

## RECREATION

### General Theme:

**Increase the number and quality of recreation opportunities for the residents of the Five Points Community. Emphasis is placed on accessibility of sites and activities for Community residents. Issues include providing alternatives to occupy and improve the lives of the Community's youth and to improve recreation amenities for the Community-at-large.**

- Expand Team Sports Leagues in the community.
- Develop classes for job and parenting skills.
- **Create a pocket park at the corner of Alexander Street and Norview Avenue and other pocket parks throughout the community.**
- Operate a community van shuttle to link individual neighborhoods with specific recreation sites and activities.
- Provide additional equipment for the Norview Recreation Center.
- **Develop pedestrian nodes with seating and trash receptacles throughout the community.**
- **Create a neighborhood commons on Sewell's Point Road at the Middle School.**
- **Develop an Activity Corridor path along Sewell's Point Road.**
- Provide expanded access to public transit.
- Expand the recreation center at the end of Bunsen Road.

## ADDITIONAL ISSUES

Drug Activity  
Block Watch  
5 Points Security  
General Development Plan  
Light Rail Impact





## RELATED STUDIES

From "Five Points/Fairmount Park Commercial Areas Market Study"  
Basile Baumann Prost & Associates, Inc., 2000

### PRIMARY FIVE POINTS RECOMMENDATIONS

- Strengthen retail through retention and reinforcement.
- Focus on auto-oriented business on Chesapeake Blvd and neighborhood-serving businesses on Sewell's Point Road.
- **Establishing a focal point for the community on Sewell's Point Road that encourages social interaction and clusters neighborhood institutions.**
- **Establishing a community marketplace.**
- **Other themes that might be considered for both the commercial and residential areas include architecture, design and history**
- **Streetscape and aesthetic improvements.**
- **Potential off-street parking.**
- **Five Points Intersection "Gateway"**
- **Businesses should discourage loitering. "Loitering at businesses in the Five Points neighborhood is a major problem."**
- **Expand parking as businesses develop. Currently 1.5 spaces/100 sf of commercial space, vs 5-6 spaces/100 sf industry standard.**
- **Improve perception of safety and security.**
- **Facilitate land swap to move the Post Office to Sewell's Point Road.**
- Working with churches and neighborhood groups to establish a mutually supportive relationship.
- Highlighting affordable retail and office space.
- Specific business types: family restaurants, offices etc
- Improved building appearance, renovations.
- Establish ATM at First Virginia Bank.
- Extend business hours.

Bold items indicate recommendations that potentially influence the streetscape design.

From Norfolk Five Points Traffic Study  
Hampton Roads Planning District Commission, 2000

### Alternatives Evaluated

- Signage and striping improvements only
- Protected phasing
- Installing a median on Sewell's Point Road, south leg
- Lane usage changes on south legs Sewell's Point Road and Chesapeake Blvd
- Close north leg of Sewell's Point Road
- Close north leg of Sewell's Point Road to southbound traffic only
- Roundabout

### Recommendations

- **Improve signage in the area – 2 alternatives**
- Improve lane markings through the intersection
- Consider protected-only left turn phasing for movement from NB Chesapeake Blvd to NB Sewell's Point Road
- Remove signage that can be confusing
- Ensure that signage is adequate between I-64 and the Virginia Zoo.
- **Consider adding pedestrian signals and pushbuttons across the north leg of Chesapeake Blvd and the east leg of Norview Ave.**
- Consider building a median on the south leg of Sewell's Point Road (KFC/Taco Bell entrance)

Bold items indicate recommendations that potentially influence or are particularly relevant to the streetscape design.



4/26/04 LL

Form CCO-003

Form and Correctness Approved:

Contents Approved:

By Daniel R. Hagemeister  
Office of the City Attorney

NORFOLK, VIRGINIA

By [Signature]  
DEPT. Planning

**ORDINANCE No. 41,392**

R-2

AN ORDINANCE APPROVING THE FIVE POINTS COMMUNITY  
STREETSCAPE MASTER PLAN.

BE IT ORDAINED by the Council of the City of Norfolk:

Section 1:- That the Five Points Community Streetscape Master Plan dated February, 2004, and attached hereto as Exhibit A, is hereby approved. All development activities conducted in the area covered by this Plan shall be compatible with the Plan.

Section 2:- That this ordinance shall be in effect from and after the date of its adoption.

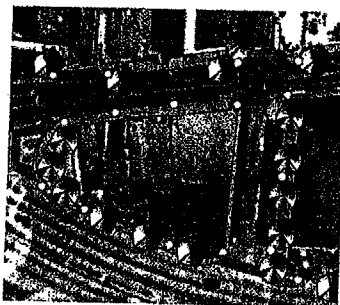
Adopted by Council May 11, 2004  
Effective May 11, 2004

TRUE COPY  
TESTE:

R. BRECKENRIDGE DAUGHTREY, CITY CLERK

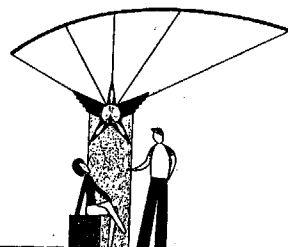
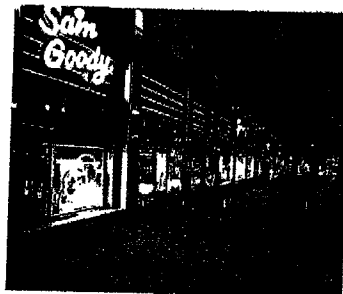
BY:

DEPUTY CITY CLERK



# FIVE POINTS COMMUNITY STREETSCAPE MASTER PLAN

February 2004  
For the City of Norfolk



**INSITES**  
LANDSCAPE ARCHITECTURE

VHB The Miles Agency



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# EXECUTIVE SUMMARY

## Purpose

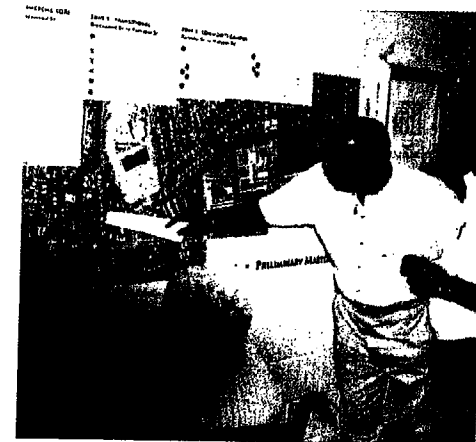
This document is intended to serve as an inventory of general and specific conditions and opportunities within the corridor and recommends a preferred streetscape approach for Sewell's Point Road from the Five Points Intersection to Widgeon Road. In particular, this study was initiated to help link together several public projects and varying land uses in the area through a coordinated streetscape design. The City previously completed a demonstration streetscape project for a block in the business district and is in the process of constructing a new Norview High School and planning for a new community center. This plan seeks to evaluate these projects as they relate to the right-of-way and recommends a streetscape treatment that provides a transition from the commercial core to more residential and institutional sections of Sewell's Point Road. The desired goal is to create a sense of place for Five Points that is more pedestrian friendly and neighborhood serving.

## Background

The Five Points Community Streetscape Master Plan is the latest in a series of community driven planning efforts to stabilize and revitalize the Five Points communities and the Sewell's Point Road business district. It builds upon recommendations from the 1998 Young Architects Study for revitalization and the 2000 Marketing Study for Five Points and Fairmount Park, which put forth broad initiatives for community improvement including streetscape development. It also acknowledges the findings of the Hampton Roads Planning District Traffic Study for the Five Points Intersection and takes into account that the City of Norfolk may restudy traffic in the intersection and north along Sewell's Point Road in the future. And finally, the plan supports the Pedestrian Commercial Overlay District by establishing a safe and pedestrian friendly environment.

## Public Participation/Focus Groups

The Five Points Community Streetscape Master Plan has been developed with an ongoing public participation element. A series of meetings and workshops have been held with input from the general public, area civic leagues, corridor business and property owners, the Five Points Task Force and the Five Points Partnership. Focus group meetings were also held with various City departments including the Departments of Public Works, City Planning, Norfolk Public Schools, Development, Neighborhood and Leisure Services, Hampton Roads Transit and Police. The purpose of these meetings was to establish goals and evaluate and prioritize alternatives. The following is a list of meetings held:



## Public Participation and Focus Group Summary

- Kick-Off Meeting with City Departments: Departments of Public Works, City Planning, Norfolk Public Schools, Development, Neighborhood and Leisure Services, Hampton Roads Transit and Police - March 25, City Hall
- Pancake Breakfast and Kick-Off Meeting with Five Points Task Force - March 27, Norview United Methodist Church
- Workshop with Business Owners: Issues and Priorities - April 9, Norview Recreation Center
- Public Workshop: Issues and Priorities - April 10, Norview Recreation Center
- Project Displays at Farm Market Benefit Dinner - April 24, Masonic Lodge
- Norfolk Public Schools Meeting: Greenway Feasibility - June 20, Norfolk Public Schools
- Public Workshop: Preliminary Master Plan and Concepts - June 27, Norview Recreation Center
- Informal Open House: Preliminary Master Plan and Concepts - July 12, Community Farm Market
- City Department Workshop: Master Plan Presentation - August 20, City Hall
- Five Points Task Force Meeting: Master Plan Presentation - August 21, City Hall
- Design Review Committee: Master Plan Presentation - August 25, City Hall
- Planning Commission: Master Plan Presentation - August 28, City Hall
- Public Meeting: Master Plan Presentation - September 16, Norview Recreation Center



# EXECUTIVE SUMMARY

## Plan Overview

There are two primary types of deficiencies within the corridor that the master plan recognizes and addresses. Both categories influence the user's perception of and ability to comfortably utilize the corridor. In the first category are functional deficiencies, such as traffic congestion and non-continuous sidewalks. In the second are aesthetic shortcomings, such as boarded or neglected properties and the visual clutter of overhead utilities.

Among the most significant functional constraints to creating a pedestrian friendly environment are the traffic congestion and volumes of through traffic on Sewell's Point Road, particularly in the commercial core. The master plan calls for the evaluation and creation of a connector street that will channel through traffic off of Sewell's Point Road and onto Chesapeake Boulevard in order to reduce congestion in the commercial core. The connector road will require a new signalized intersection, including signalized pedestrian crosswalks in the vicinity of the elementary school and community center. Additional on-street parking is provided in the commercial sector and cooperative off-street parking areas are recommended to provide easier access and clearly marked parking opportunities for patrons. Sidewalks and crosswalks will be upgraded to provide safer, continuous walkways throughout the corridor and a greenway with a multiple-use path for recreation is proposed to encircle the Norview High School, Middle School, Elementary School and Community Center. A combination of traffic calming measures such as raised intersections, sidewalk "knuckles," and additional stop signs are intended to improve both pedestrian circulation and safety, and vehicular movement through the commercial core.

Throughout the corridor street trees, benches, pedestrian scale lights and related amenities will enhance the overall visual character of the area and serve as recognizable signatures for the Five Points community. Certain streetscape features such as custom designed bus shelters will incorporate a recognizable Five Points/Norview icon that can be used to by business associations, schools and neighborhood groups to reinforce the community's distinct character and assets. Specific locations for public art projects have been identified and the corridor could serve as a pilot area for a percent for art program.

## Zones

Three primary zones emerged with similar characteristics and specific opportunities for each.

### Zone 1 - Commercial Core

- Sewell's Point Road from Five Points intersection to Greenwood Street
- Norview Avenue from United Methodist Church to Sewell's Point Road – North Side Only
- Chesapeake Boulevard from Sewell's Point Road to Greenwood Street – West Side Only

Although commercial uses may be found outside these limits, Zone 1 is traditionally considered the Five Points "Main Street" with a concentration of stores, restaurants, and entertainment venues. Currently the business offerings within the core are more limited and include the post office, community farmers market, grocery and retail stores, pawn shop, restaurants, a pool hall, taverns, night clubs, storefront churches and a number of underutilized buildings. Limited on-street and off-street parking opportunities in this area are a concern of residents and the business community. The most extensive sidewalk, roadway, parking and traffic calming improvements are recommended within this zone.

### Zone 2 - Transitional

- Greenwood Street roughly to Partridge Road

Characterized by a combination of automobile oriented businesses, single-family homes, apartment buildings, Norview Middle School and vacant parcels, this zone is not as dense or cohesive as the Commercial Core. There are however, redevelopment opportunities and the potential for extending Commercial Core treatments through this zone. At the northern end several alternatives are suggested for a new roadway to channel through traffic from Sewell's Point Road to Chesapeake Boulevard with a new signalized intersection. This cross connector road will reduce the amount of traffic on Sewell's Point Road, serve as a gateway into the community, and will include signalized pedestrian crosswalks at Chesapeake Boulevard.

### Zone 3 - Community Campus

- Partridge Road to Widgeon Road

This is the least commercial and most neighborhood oriented zone, with single family homes and a landscaped open space corridor on the west side and the elementary school and high school campuses and the existing and recreation center on the east side. Traffic is more free flowing and sidewalks are more continuous and in better condition. Proposed improvements in this area include a greenway linking the three schools with the community center and neighborhoods, opportunities for parking during special functions, and aesthetic features common among all corridor zones.



## EXECUTIVE SUMMARY

### Related Efforts

Currently reconstruction of the Norview High School Building and Campus is underway with an estimated completion date of 2005. The existing Norview Recreation Center north of the current high school will be demolished as part of the campus development. Tentative plans have been made to establish a new community center on the grounds of the Norview Elementary School with a 2005/2006 construction schedule. Additional right of way is required to develop the center and property negotiations are underway for two parcels.

As of August 2003, pedestrian lighting is also currently being installed in the median between Partridge Road and Philpotts Road. Twenty-four Dominion Power "Traditional" model, lantern type lights are being installed along the existing sidewalk in response to neighborhood concerns.

The City of Norfolk desires to undertake an independent traffic study of the Five Points intersection to study use and develop alternative intersection configurations. Such a study was not included in the current Capital Improvement Plan, however Transportation Department representatives will pursue funding in coming years. Results could affect the roadway geometry at the Five Points Intersection. VDOT is currently implementing a plan for signage and pavement marking improvements in the vicinity of the intersection scheduled to be completed in 2004.

### Funding and Priorities

The City's Neighborhood Commercial Corridors fund is currently the only source of funding identified for projects within this master plan, although other sources may be allocated in the Capitol Improvement Plan in coming years. Based upon the construction schedules for Norview High School and Community Center, the greenway and related pedestrian crosswalks have been identified as an immediate opportunity and priority for funding, design and construction. By designing and installing the multiple use trail concurrently with the school construction, the City can show an immediate commitment to plan implementation. This also allows for a better integrated facility and avoids the need to retrofit new construction and prolong construction periods.

The community and other stakeholders voiced almost unanimous support for the traffic reduction/calming proposals recommended herein. However, the level of traffic analysis required to fully study the impacts of the proposed cross connection from Sewell's Point Road to Chesapeake Boulevard could not be undertaken within the scope of this study. A traffic study should be funded and undertaken to evaluate the potential cross connection road, because some of the proposed traffic calming measures recommended for the commercial core are dependant upon or function more effectively by reducing traffic volumes on Sewell's Point Road. Since a cross connector will impact traffic volumes on Chesapeake Boulevard, the traffic study should also include the Five Points Intersection.

If a recommendation to establish a cross connector road is carried forward in any subsequent traffic studies, the construction of the road and related streetscape features in Zone 2 will be the next logical funding priority. With through traffic on Sewell's Point Road reduced with a cross connection, traffic calming and streetscape improvements in Zone 1 can commence with less disruption and a more straightforward maintenance of traffic plan. This conclusion should be evaluated further as part of the traffic study.



### ZONE 1 - COMMERCIAL CORE 5 Points to Greenwood St.

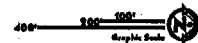
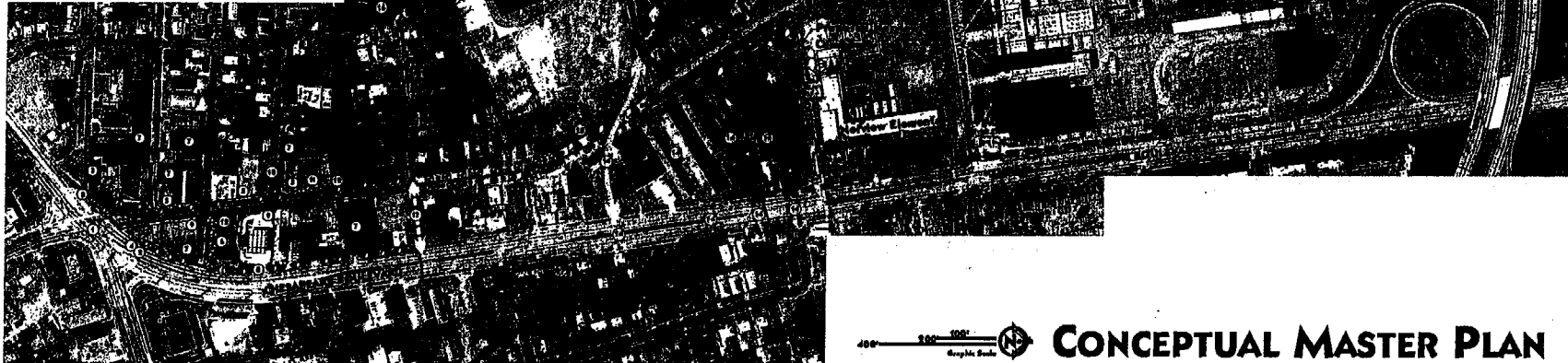
- 1 Future Five Points Traffic Improvements and Gateway- to be determined during follow up traffic study
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- 14 IMPROVEMENTS THROUGHOUT ZONE
- 15 Canopy Trees in Parking Knuckles
- 16 Utility Pole Replacement and Raised Cables
- 17 Pedestrian Lights on Decorative Poles, Benches and
- 18 Trash Receptacles at Key Locations
- 19 Public Art Recommendations - Tile Murals at numerous locations and Terrazzo Sidewalk medallions to portray the Five Points Story; Neon or Fiber Optics on Bldgs;
- 20 Shadow Casters on Buildings; Temporary Storefront Galleries

### ZONE 2 - TRANSITIONAL Greenwood St. to Partridge St.

- 14 Reroute Through Traffic to Chesapeake Blvd - Numerous Options under consideration, with Gateway Treatments and Signalized Crosswalk
- 15 Greenway Extension
- 16 Improved Neighborhood Connection to Middle School
- 17 IMPROVEMENTS THROUGHOUT ZONE
- 18 Continuous Sidewalks with Grass Verges and Street Trees
- 19 Encourage Infill Development to Reinforce Commercial District and Neighborhood Stability
- 20 Repetition of Patterns and Materials from Zone 1 as Redevelopment Occurs

### ZONE 3 - COMMUNITY CAMPUS Partridge St. to Widgeon Rd.

- 19 Develop Greenway with 10' wide Multiple Use Path and Landscaping Encircling High School Campus and Connecting to Community Center and Existing Median Greenway
- 20 Maintain Existing Canopy Trees in Greenway, add Benches and Trash Receptacles
- 21 Widen Roadway to the East for Community Center and Cross Connector Turn Movements
- 22 Sign and Utilize Existing East Lane of Sewell's Point Road for Event Parking
- 23 Bus Shelters and Bus Pullout on East Side with Community Information Board
- 24 Enhanced crosswalks (not raised or tabled) at intersections
- 25 North Gateway at Widgeon Intersection
- 26 Clean Up / Light Underpass
- 27 IMPROVEMENTS THROUGHOUT ZONE
- 28 Integrate Sewell's Point Road Trees with High School Vegetation
- 29 Public Art Recommendations - Integrated Community Icon at Community Center; Mural or Relief on Noise Wall on north side of I-64, approaching corridor; Norview School produced Insets in Greenway paving, or related sculpture

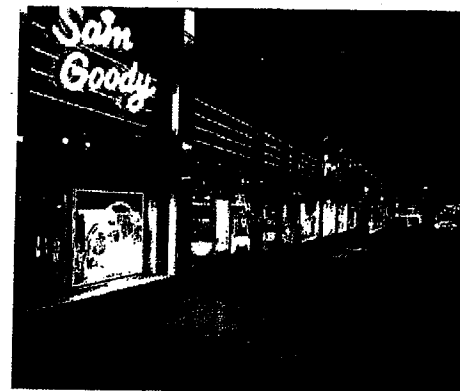
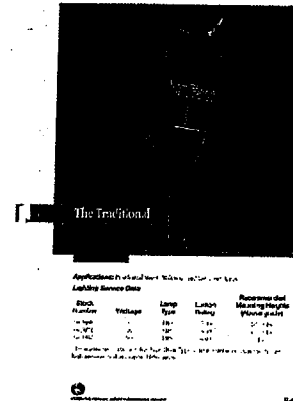
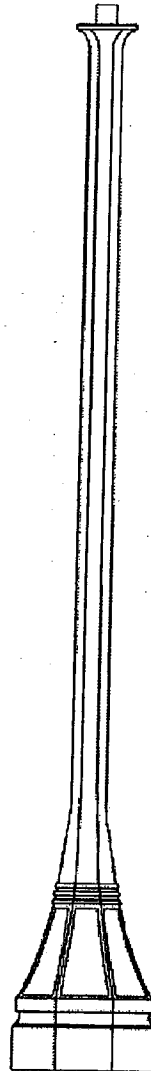


## CONCEPTUAL MASTER PLAN





## STREETSCAPE ELEMENTS



### ZONE I COMMERCIAL CORE FURNISHINGS

#### Benches

Landscape Forms, "Plainwell" with Aluminum Slats, Silver Powder Coat

#### Trash Receptacles

Landscape Forms, "Plainwell" Aluminum Graphite Powder Coat

#### Planters

DuMor #134, Black Powder Coat

#### Pedestrian Lights

Dominion Power "Traditional"

#### Light Poles

Shakespeare Company Composite Pole "Syracuse", Black Gloss

#### Paving

Sandblasted/Exposed Aggregate and Broom Finished Concrete in Alternating Bands



## STREETSCAPE ELEMENTS

### ZONE 2 AND 3 FURNISHINGS

#### Benches

Landscape Forms, "Plainwell" with  
Wood Slats, Graphite Powder Coat Frame

#### Trash Receptacles

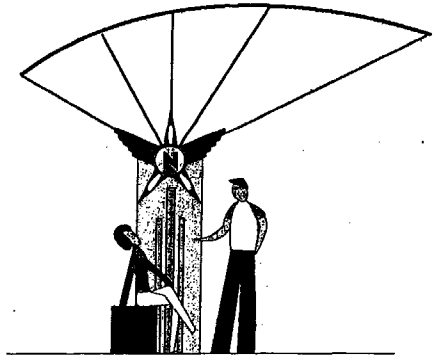
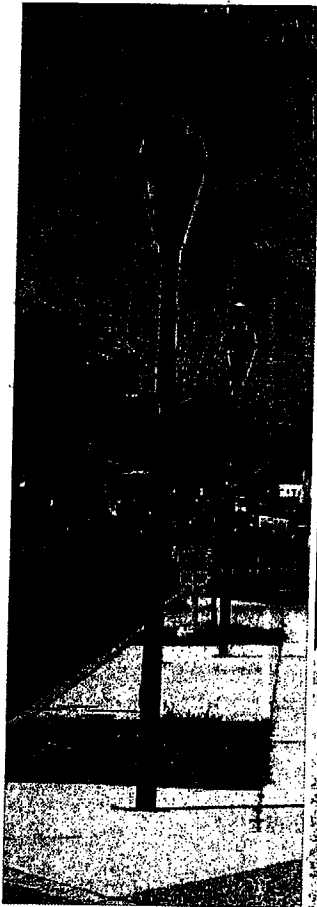
Landscape Forms, "Plainwell" Aluminum  
Graphite Powder Coat

#### Pedestrian Lights

Dominion Power "Traditional"  
on Standard Poles, Black

#### Paving

Scored Concrete for Standard Sidewalks  
Repeat Banded Patterns only at Key Nodes  
such as Bus Shelters and Gateways



### ALL ZONES

Custom Design Bus Shelter with Pilot Icon  
Concrete Block with Potential Glass Block Insets  
and Metal Roof

Pilot Icon to be repeated for Corridor Identity,  
on Signs, and Commercial District Marketing  
Stamped Asphalt Crosswalks

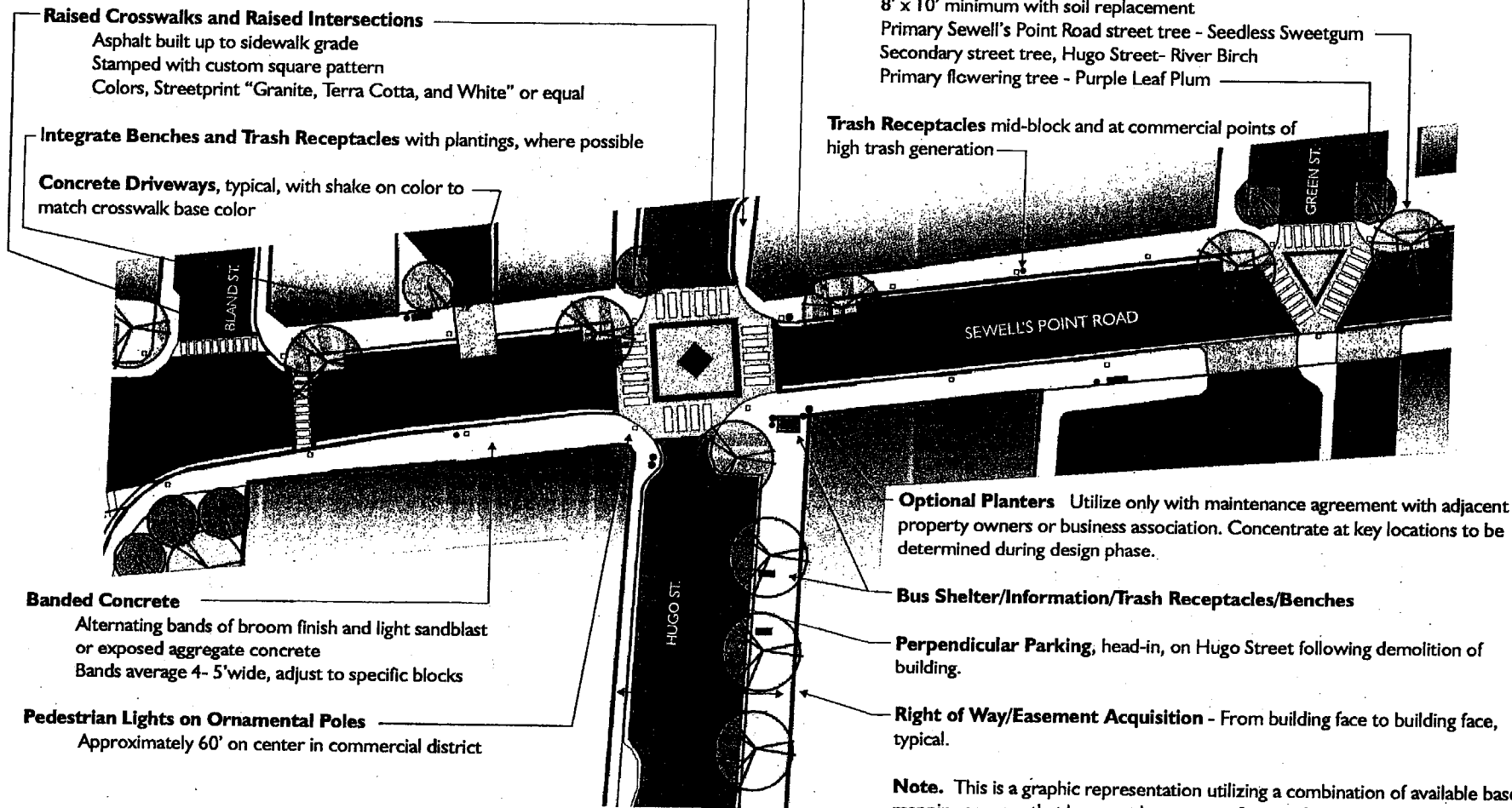
Square pattern, raised in Zone 1, at street  
grade in Zones 2 and 3

"Granite", "Terra Cotta" and "White"



# STREETSCAPE ELEMENTS & CONCEPTS

## Demonstrated in Commercial District



## EXISTING CONDITIONS

### Sidewalks, Crosswalks and Pedestrian Connections

**Lack of continuity/legibility.** While there may be sidewalks along most of the corridor, in some locations they are hard to distinguish from gutter sections and aprons or have deteriorated to the point of being almost unrecognizable. On blocks with head-in parking, the sidewalk shifts erratically in relationship to the street in patterns that pedestrians generally don't follow.

**Width and proximity to road.** Sidewalk widths vary throughout the corridor and in some locations are directly adjacent to narrow traffic lanes, while in others there is a setback from the travel lane, a "verge".

**Lack of right-of-way.** In much of the business district the existing sidewalks are located partially or entirely outside of the public right of way. While pedestrian use is not restricted in these areas, the City will need to acquire right of way or easements in order to upgrade the sidewalks.

**Accessibility.** Lack of curb cuts or short ramps make much of the corridor inaccessible to users with disabilities.

**Drainage.** Stormwater collects in undrained low points throughout the corridor and at certain locations forces pedestrians into the street to avoid walking in water.

**Volume of pedestrian traffic at peak hours.** With four public schools and a recreation center along the corridor, pedestrian volumes of students of all ages is high before and after school. Students walking in groups often do not limit their paths to narrow sidewalks and defined crosswalks. One of the primary points of access to and from the middle school directs students to a narrow sidewalk directly adjacent to Sewell's Point Road.

**Pedestrians crossing mid-block.** Despite crossing guards at several locations throughout the corridor, many students cross mid-block.

**Vehicles parking across sidewalks.** At specific points along the corridor, vehicles park head-in across the sidewalks and force pedestrians into the street.

**Commercial vehicles using sidewalks.** At specific points along the corridor, commercial vehicles park partially on the sidewalk while loading and unloading.

### Bicycle Circulation

There are currently no designated bike routes in the study area, and current narrow lane widths, traffic volumes and erratic parking configurations making bicycling through the area an intimidating activity. Residents feel there are no bikeable streets suitable for children or family use. While children under the age of 15 may ride bicycles on city sidewalks outside of business districts, older users may not.



Parking spaces that don't meet recent standards continue to be used in the Commercial Core. Note the parked vehicle completely blocking the sidewalk on Hugo Street, which forces pedestrians into the street.



Narrow sidewalks and garbage cans make for a tight fit on Bland Street.



Narrow sidewalks in the median near Partridge Street routinely carry groups of students. The grass areas between the walk and the street add a measure of safety that isn't present on all corridor sidewalks.



Perpendicular parking spaces require pedestrians to veer back and forth along Sewell's Point Road. Between vehicles nosing out into traffic and the jog in the sidewalk, few pedestrians use the marked crosswalk at Green Street.



## EXISTING CONDITIONS

### Traffic

**Five Points Intersection.** The Five Points intersection has confusing traffic patterns and long signal times that add to the challenge of marketing a business district in the area.

**Volume.** On Sewell's Point Road, high volumes of traffic are channeled through two lanes through most of the commercial corridor. Bus traffic from four schools, crossing guards at specific crosswalks and perpendicular parking areas on the street compound traffic congestion. It is common to see traffic stacked for blocks throughout the corridor when schools let out for the afternoon and at other peak times. Vehicles stacked across the intersections with side streets limit sight distance and block turn movements, which leads to stacking on the side streets. In response to requests by citizens for a traffic signal there, the intersection of Sewell's Point Road and Green Street has been analyzed by city staff and found not to meet signal warrant requirements.

**Geometry.** At specific locations throughout the corridor, there are problems with the roadway geometry. The turning radius from Chesapeake Boulevard southbound to Sewell's Point northbound is short and commercial vehicles often jump the curb when making the turn. Also the right turn spur from Sewell's Point Road southbound to Norview Avenue westbound is not far enough from the Five Points intersection and is often blocked by vehicles stacking in the southbound through lane.

**Circulation Patterns.** Patterns of one-way streets that change at specific blocks, such as Hugo and Green Streets, add to Five Points' reputation as a confusing area to drive through.

**Land Use.** While traffic currently moves fairly efficiently through the north end of the corridor, there may be future parking issues when Norview High School and the Community Center are built out and start hosting large events such as football games. There is likely to be increased congestion at specific times, and a large volume of cars may attempt to park within the surrounding neighborhoods.

### Parking

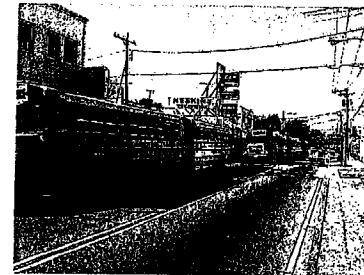
**Public Parking.** There are currently very few parallel parking spaces along Sewell's Point Road. Some spaces that are available aren't signed. There are parallel spaces along side streets such as Bland, Hugo and Green that are within short walking distance of the commercial core. The spaces on the side streets are often underutilized except at certain peak times, such as Sunday mornings. The parallel parking spaces are within the right of way.

There are currently no publicly owned off-street parking lots within the study area, with the exception of the lots for school and recreation center users.

**Limited Use (Private) Parking.** On Green Street, portions of Hugo, and Sewell's Point Road are parking areas that are perpendicular head-in spaces with direct access to and from the streets. These parking areas are generally on private property, are associated with specific buildings, and are generally posted for building patrons only. These areas are not well marked and users park at all angles to the street, from perpendicular to diagonal and occasionally parallel. Not only does this add to the confusion in the area, but it's also more dangerous, with more vehicles potentially backing into the traffic lanes.

The largest number of potential parking spaces are provided in privately owned parking lots just off or within a block of Sewell's Point Road. These are consistently posted as private lots for specific building patrons only, or as no trespassing areas. While some of the owners tolerate limited use by others, there is no way to tell that from the posted signs. As with the private spaces adjacent to the street, some of these parking lots are underutilized.

**Current Parking Overall.** While there are relatively few public spaces within the commercial core, it is generally easy to find a parking space within a short walk of most businesses. There are times, however, when seemingly every potential parking space is taken. The heaviest uses observed have been on weekend nights in the vicinity of the bars and nightclub, and on Sunday morning at the churches, in some cases filling the same lots. It has been suggested that the general availability of parking is a factor of lower business occupancy throughout the district. The City's economic study confirms that the available parking to commercial floor area available is approximately half to one third of what it should be.



Buses and school related traffic compound congestion in the business district on a daily basis.



Traffic stacked on Sewell's Point Road and the side streets in the commercial core is a common occurrence.



Despite limited parking on Sewell's Point Road, surrounding streets and parking areas are often empty. This may be in part a reflection of limited commercial activity within the corridor.



Private parking spaces within the corridor are restricted by tenants that utilize them infrequently.



## EXISTING CONDITIONS

### Utilities

**Private.** Within the study area, existing utility poles are located along the entire length of Sewell's Point Road. The poles are within the existing right of way and are located on the east side of the road from the Five Points Intersection to Philpotts Road. At Philpotts Road they cross to the west side of the road and continue across Widgeon Road. The majority of the poles have Dominion Virginia Power lines and various communication lines running along them and have attached roadway lighting. Power lines run from along the side of Sewell's Point Road above the road to smaller poles that eventually bring service to homes and businesses. The number of overhead lines in the corridor lends to a impression of visual clutter, particularly in the commercial district where there is an abundance of low and branching services.

The utility poles along Sewell's Point Road are wood and some are topped with various crossbars and appear to be leaning at varying angles, giving an overall impression of inconsistency. The wood poles are typical of neighborhoods that grew quickly and evolved with services added wherever possible, reflecting some of the rapid growth during the age that spawned the depression modern style. Along Chesapeake Boulevard there are major transmission lines borne on tall square concrete poles with a more uniform appearance. With their simple functional design and monumental scale, the concrete poles reflect the style and associated large scale public works projects of the period.

**Public.** Sewer and water service is provided along Sewell's Point Road by lines running under the roadway. The 10" gravity sewer line, circa 1920, is in need of replacement. The water line, which is an 8" line, was installed in 1994 and would most likely not need to be replaced. Future roadway reconstruction in the commercial area would allow for the replacement of the sewer line and the examination of the water line. The lines would remain under the roadway due to the lack of room with in the right of way.

### Drainage

The drainage in the area of the existing roadway is poor and several areas experience localized flooding and ponding during normal rainfall events. In many locations there are no drop inlets to catch and convey storm runoff. Flooding in the wheel path of automobiles poses a safety risk due to potential hydroplaning of vehicles. Low points that don't drain are a further liability because they restrict pedestrian movement or force pedestrians in traffic lanes, and collect debris and garbage.

In early April 2003 during the course of the streetscape project, the design team had the opportunity to observe flooding conditions during near record rainfall levels and during extended downpours. While there was some standing water on the side streets, Sewell's Point Road did not exhibit the deep flooding common to many sections of Norfolk and Hampton Roads.

On the south side of Norview Middle School, a semi-natural drainage way feeds a tributary of Wayne Creek and the Lafayette River and supports heavy stands of vegetation. Despite an existing easement and a culvert structure, the wet conditions prevent easy pedestrian movement from the school south into the Norfolk Gardens neighborhood.



Lack of sidewalks, drainage improvements and delineated parking characterize the route to the post office on Green Street.

### Vegetation and Natural Features

While primarily an urban corridor, there are pockets of mature vegetation and open space that add a distinctive character along Sewell's Point Road. The significant open spaces are associated with the schools and the recreation center, each of which includes multiple use sports fields and athletic facilities, open for community use outside of school hours.

Between Partridge Street and Philpotts Road, the median between Sewell's Point Road and the residential feeder road supports a row of large old sweetgum trees. Despite the litter of spiked fruits, the trees add a significant canopy through the middle of the corridor and are valued by the residents. Supplemental ornamental trees, shrubs and sidewalks add to the greenway character of the median.

The other major green corridor in the area is the drainage that the feeds the tributary of Wayne Creek which runs next to the middle school on the south side. A combination of trees, shrubs and grasses typically found along stream banks in the region grow in this area. The drainage way is overgrown and, depending upon one's perspective, serves as a buffer or barrier between the school and Norfolk Gardens community.



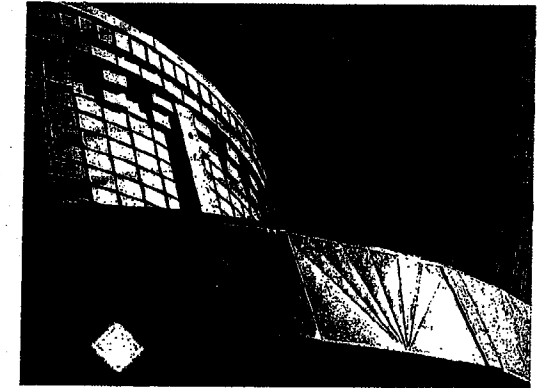
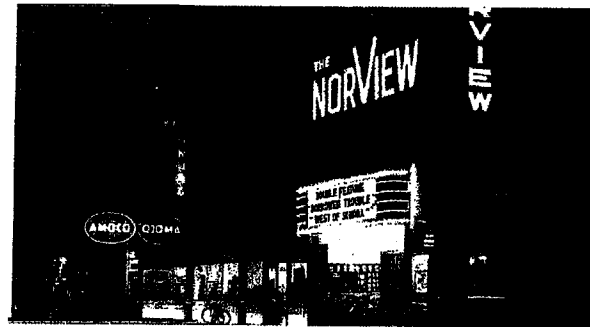
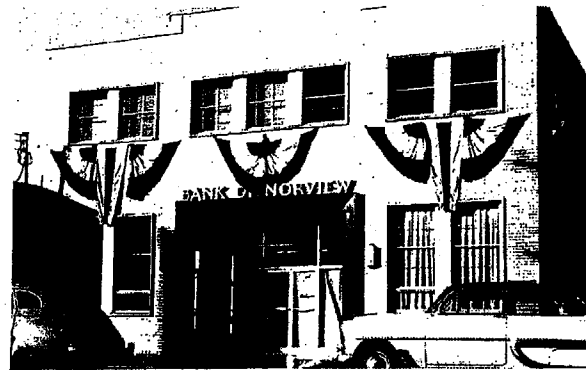
Residents value the mature trees, sidewalks and landscaping that help define the character of the central portion of the corridor.

## OVERALL CHARACTER

One of the challenges inherent in the design of the Five Points Streetscape is determining the proper character for new features that complement and support existing conditions as well as potential new public and private development. Few would disagree about the need to upgrade the corridor, both the public infrastructure and the private commercial property. The questions arise about the appropriate style of the streetscapes and development, improving upon the past versus being bound by it, and potentially limiting the vitality of an area by limiting creative options.

### Depression Modern Style in Five Points

As recognized in the young architects study, there are some potentially good examples of depression modern or art moderne architecture along the corridor, but for the most part neglect or prior renovations have left the style illegible to the untrained eye. The plan calls for building upon depression modernism and illustrates the potential for renovations and infill developments to accentuate the style. There are, however, currently no guidelines in place to encourage or require developers and property owners to reintroduce or reference the moderne style. In the five years since the plan was developed no major efforts have been made by the business community to restore any of the buildings to the style or to introduce new complementary elements. No attempt to classify the area as a cultural resource or district based upon the strength of the architecture has ensued, and the prior study does not suggest that the volume or quality of the architecture would support any such classification. The potential is there for the old character to be reestablished, but currently its not showing signs of gaining momentum.



Above. Photos from Sewell's Point Road in its heyday during the 1940's and 1950's. Courtesy of the Five Points Partnership.  
Right. While some of the original architectural details like the trim on this building at Hugo Street can still be found along the corridor, many have been lost or covered as buildings have been adapted.



## OVERALL CHARACTER

### Depression Modern Style in Public Streetscapes

In general, architectural styles develop and are introduced more quickly than the urban infrastructure. Buildings are introduced that may or may not reflect their surroundings. Until the time that depression modernism was emerging as a style, elaborate streetscapes were not the norm and the design of curbs, storm sewers, sidewalks and landscaping, if used, were often not standardized from block to block. Some planned communities with cohesive streetscapes were being established at the turn of the century, primarily new bedroom communities and generally higher end developments. Electric streetlights were still somewhat of a novelty and were not widely used in most areas. Municipal development of public infrastructure slowed during the depression. Programs such as the WPA and PWA did take on larger public infrastructure initiatives and many of the projects serve as outstanding example of art moderne, late art deco, depression modern style. The New York Worlds' Fair of 1939 was also a showcase of the style on a grand scale and included public open spaces, though it was hardly indicative of the average American community of the day.

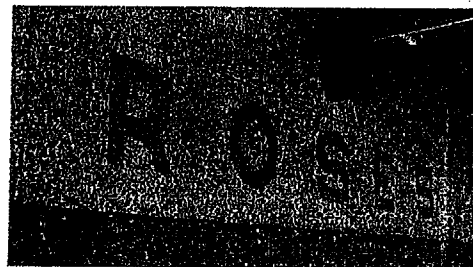
In viewing period photographs of depression modern architecture in context, a few general trends can be observed about the surrounding areas and infrastructure. First, as with most emerging styles, depression modern buildings were often introduced into existing areas that display trends and styles popular in eras, in this case from the turn of the century and into the 1920's. Streets were generally not updated to keep pace with the architecture. Post-top streetlights, when used and visible in photographs were most commonly "lantern," "acorn" or "globe" style, with varying degrees of embellishment. Many of these are similar to pedestrian scale lights used throughout parts of Norfolk today. Images of housing developments, bridges and tunnels that did incorporate lighting into the overall development show that unless integrated into the structure, the same types of fixtures were being used that had been used in prior decades, mostly lantern and acorn.

Second, many street scenes of that era were more functional than decorative. These no-nonsense thoroughfares included few amenities or just elements such as basic cantilevered streetlights and overhead wires that many object to today. Cantilevered streetlights were beginning to be used more commonly in the 1920's and '30's. Common fixtures of the era include porcelain "radial flares" and pendant oval globes. While some of the fixtures, supports and guy arms were strictly functional, others were designed with scrolls and aesthetic flair, depending upon the scale, location and caliber of the project. Cable hung lights were also seen quite frequently over streets and public areas. In the '40's long lasting, bright and efficient mercury vapor lamps became more commonly used and "gumball" and "clamshell" fixtures emerged along the miles of new roadway a mobile new generation demanded. The basic form of those fixtures has not changed significantly and similar elements can currently be seen in the existing Sewell's Point streetscape.

One exception to the minimalist streetscape would be the "branding" that business owners would establish in the sidewalks in their front entrances. Like an extension of the storefront or a welcome mat, panels with metal, terrazzo, stone or tile inlays would replace the standard sidewalk as one more way merchants would try to entice customers and outdo their rivals. A few small terrazzo panels can be seen along Sewell's Point, a small reminder of past levels of commercial activity.

Below. A terrazzo banner marks the former location the Rose's store on Sewell's Point Road.

Right. Three WPA projects illustrate depression modern buildings with lantern, pendant and globe lighting.





## OVERALL CHARACTER

### A Streetscape Aesthetic for Sewell's Point Road

In developing a Sewell's Point Road streetscape aesthetic, a few basic characterizations and guiding principles were established.

- The Norview area is comprised of neighborhoods that characterize the postwar years in Norfolk. Thriving and vital at times, working hard and playing hard, but generally modest, tolerant and not prone to pretense. There is an appreciation for the things that have strengthened the community in the past and a desire to maintain a distinct identity, but to also improve upon what isn't working any more.
- The commercial core includes some architecture with a historic character that could be built upon to create interest and set the area apart from other neighborhoods in the region. There are also many undistinguished buildings and overall the building stock appears to be in fair to poor condition. It is not a historically "pure" area and taking a strict preservation approach would be misguided. Setting too many restrictions in an economically stagnated area may further delay a recovery.
- The reconstructed Norview High School will include references to its past, yet will be a technologically state of the art facility. The proposed Community Center is being planned with a "21<sup>st</sup> Century Model" to reflect current lifestyles and populations. The concept of a fully conceptualized streetscape is a relatively contemporary notion, and new strategies for improving the quality of the environment for all users are being realized and tested on an ongoing basis.

With these general tenets in mind, a range of alternatives have been developed and reviewed with general public and focus groups. In short, the community shows almost unanimous support for the plan in general and substantial changes in traffic patterns and even potential demolition of some residential units to improve conditions in the commercial core. There is also very strong support for lighting, sidewalk, and crosswalk improvements and more trash receptacles. Landscaping, parking improvements and public art were seen as high priorities by residents.

In responding to questions about aesthetic styles and ranking their preferences for specific streetscape elements, the community revealed some contradictions. When asked in general terms, more people stated a preference for familiar elements, such as the traditional streetlights, although there is moderate support for an eclectic blend of features, including custom designed elements that haven't been used in other Norfolk neighborhoods. When ranking photographs of specific furniture combinations there are almost equal proponents of "traditional" and "contemporary" street furnishings. When ranking potential icons for the corridor, residents rank a somewhat retro "Norview" identity as the most appropriate. In contrast, three times as many people preferred a playful, contemporary design (second highest) to the most literal moderne or "streamlined" design, which was ranked as the least favorable. This suggests that the community is open to a range of design influences and is not just one period style.

The proposed streetscape plan incorporates references to old Norview but also draws in new methodologies, technologies and fresh ideas that address contemporary realities and capture the imaginations of old and new generations. It combines some classic elements like slatted benches in updated materials, and lantern lamps on poles that will be new to the area, and common concrete paving rendered used in unexpected patterns. It also recommends using common forms, but introducing subtle changes in materials between the commercial district and the residential areas. It establishes a structure that addresses current issues but also has a level of flexibility to respond to changes in and even shape land use patterns. While based upon a series of public improvements, the plan also outlines opportunities for participation by private developers, business and community groups.

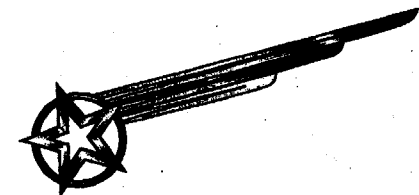


**NORVIEW PILOT STAR**

This image was preferred over the two below, as a potential recurring visual element within the corridor. The option of incorporating "No Stars" was ranked higher than the Streamline Star.



**SHOOTING STAR**



**STREAMLINE STAR**

## ZONE 1 - COMMERCIAL CORE

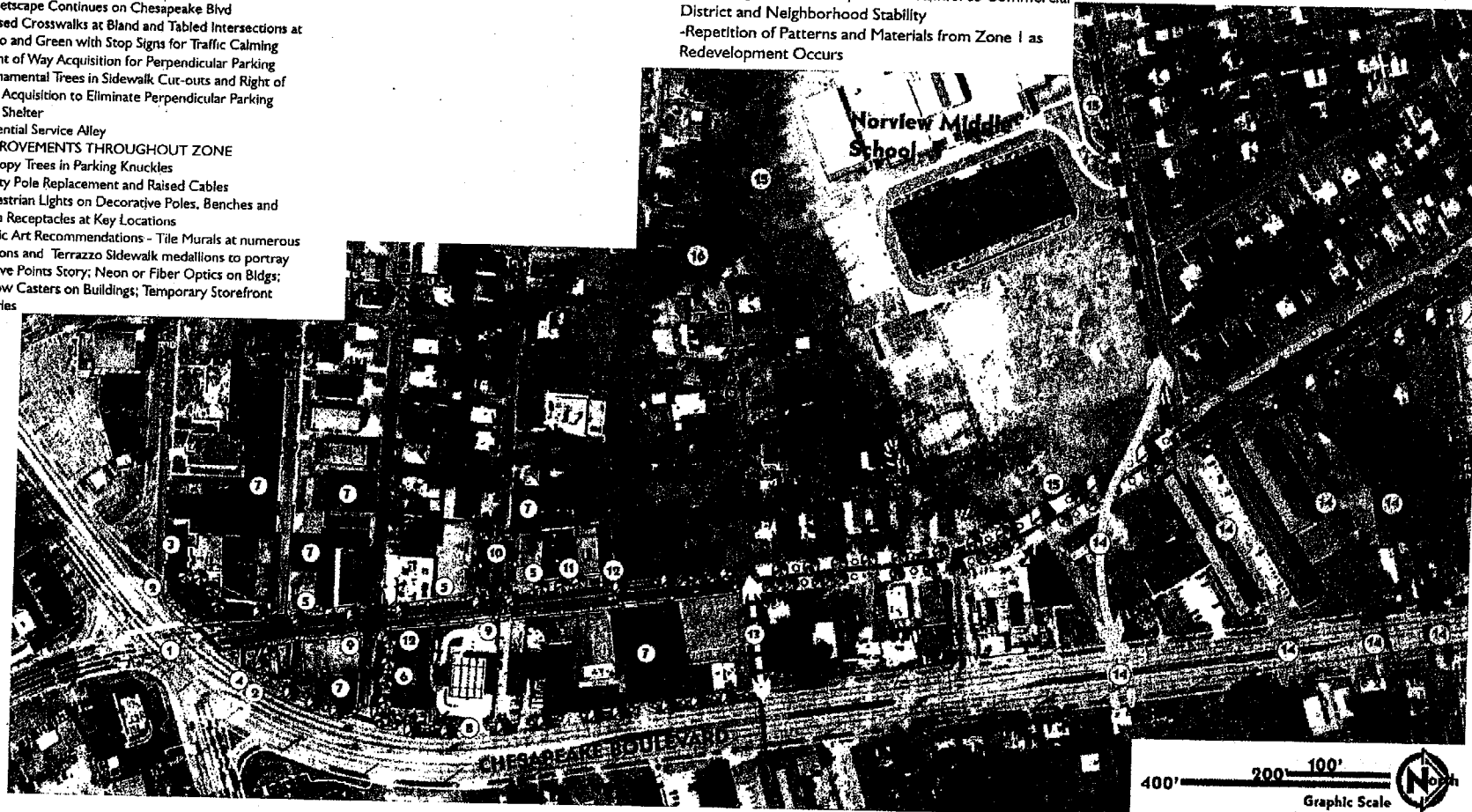
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  - 16 - Improved Neighborhood Connection to Middle School
- IMPROVEMENTS THROUGHOUT ZONE**
- Continuous Sidewalks with Grass Verges and Street Trees
  - Encourage Infill Development to Reinforce Commercial District and Neighborhood Stability
  - Repetition of Patterns and Materials from Zone 1 as Redevelopment Occurs



# FIVE POINTS COMMUNITY STREETScape PLAN

## A Conceptual Master Plan for Sewell's Point Road

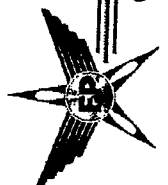
City of Norfolk, Virginia

September 2003

**INSITES**

CONCEPTUAL MASTER PLAN  
SEWELL'S POINT ROAD  
NORFOLK, VIRGINIA

VHB The Miles Agency

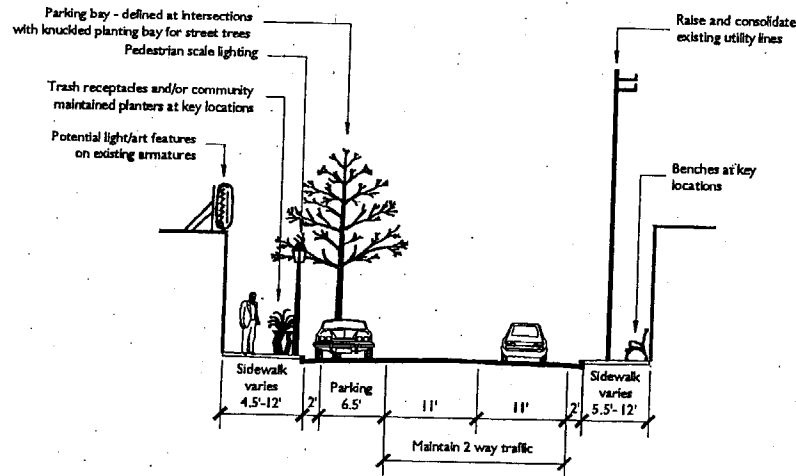


## PLAN ELEMENTS - ZONE 1

### Sewell's Point Road Cross Section

Traffic will move through the Commercial Core on two lanes, one each direction, with on street parking on one or both sides in most blocks, as detailed on the accompanying plans. At the Five Points Intersection there will be three lanes: one north bound, one southbound left turn only and one southbound through and right turn. The existing right turn lane originates too close to the intersection and is not free flowing and will be abandoned to provide additional right of way for sidewalks and gateway landscaping.

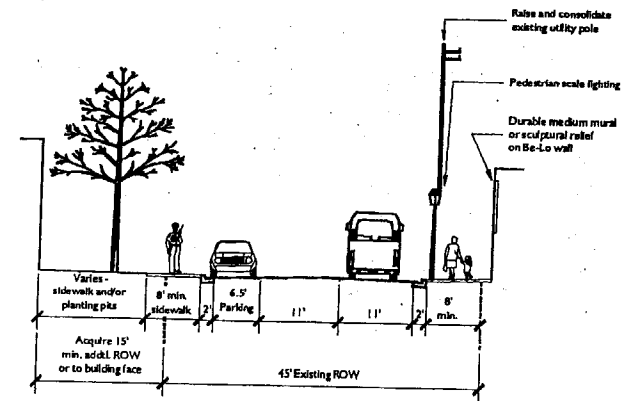
At the Five Points intersection the right turn lane from Chesapeake Boulevard southbound will be realigned with a wider radius to improve turning movements for larger vehicles and reduce the incidence of traffic driving over the curbs. In order to provide the turning lane, the small parking area for Albano's Cleaners will be eliminated, however additional spaces will be added on Hugo Street, see Parking section.



### PROPOSED SECTION FOR SEWELL'S POINT ROAD

Five Points Intersection to Green Street

- \* Variable existing right-of-way - 30'-70'.
- \* Variable building face to building face width - minimum 47'-60'+.
- \* Acquire right-of-way from building face to building face.
- \* If property is redeveloped prior to streetscape development, adjacent property owner to dedicate right-of-way to establish 60' minimum total ROW width.



### PROPOSED SECTION FOR SEWELL'S POINT ROAD

Green Street to Greenwood Road

Right-of-way width and the layout of improvements within the right-of-way varies within this section. Refer to the plan view conceptual plan.

## PLAN ELEMENTS - ZONE 1

### Sidewalks

Due to the highly variable right of way widths and the irregular faces of the rows of buildings along Sewell's Point Road, sidewalk widths will vary throughout the Commercial Core. At the most constrained locations the sidewalks will be a minimum of 5' wide, and will expand to up to 12' or more where possible. Sidewalk improvements will be taken from the curb, or verge where applicable, to the adjacent building faces. In areas where the building faces are irregular and sidewalk widths are adequate and building owners are willing to maintain plantings, small open planter segments may be established at the building foundations. Sidewalks along the west side of Chesapeake Boulevard should also be rebuilt with a planting verge in the vicinity of the intersection. Street trees established along Chesapeake Blvd. should be continued to the intersection.

In anticipation that buildings in the district will be restored or renovated, simple patterns of scored concrete with contrasting bands or panels of lightly sandblasted or exposed aggregate concrete unify and enliven the walkways without competing with building facades. Existing terrazzo panels at storefronts help to tell the story of the neighborhood and would be appropriate to leave in place. Similarly, decorative panels of terrazzo, non-slip mosaic or textured concrete would be appropriate set into the sidewalk as buildings are restored or redeveloped or as a public art project to reflect landmarks and the original vitality of the district.

### Raised Crosswalks and Tabled Intersections

Crosswalks at Bland and Greenwood Street will be raised to help slow drivers entering the Commercial Core from the north or south. Where Sewell's Point Road intersects with Hugo and Green Streets the entire intersections will be raised or tabled by building up the asphalt paving courses. The crosswalks and tabled intersections will be further defined with the use of imprinting techniques or thermoplastic overlays.

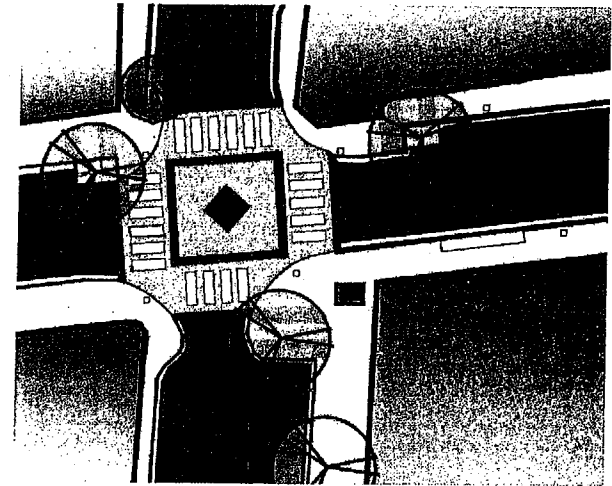
### Street Trees and Knuckled Planting Areas

Due to the constrained right of way, the desire for increased parking and wider sidewalks and the presence of overhead utilities on the east side of Sewell's Point Road, the potential for establishing major street trees is limited. There is simply not enough room to line both sides of the street with large canopy trees for the boulevard effect found in other areas. Trees can be established within "bump outs" or "knuckles" used to define parking areas and reduce crosswalk widths. The eight foot width of the knuckles and the extra distance from the adjacent building will allow for the incorporation of moderately large trees at strategic locations, primarily near intersections with side streets. The addition of trees near these locations in combination with specialty paving can help establish a recognizable pattern near pedestrian crosswalks. The primary street trees for the corridor are seedless sweetgums, with purple leaf plum and East Palatka holly used to a lesser extent and on cross streets for accent color and evergreen characteristics, respectively.

The use of knuckles or bump outs for traffic calming and protection of parking areas will reduce the street width to below Virginia Department of Transportation standard cross section of 28 feet. Therefore a waiver will be required from VDOT in order to receive operation and maintenance reimbursement funding.

### Planters

Containers planted with colorful flowers and bold foliage plants make a strong visual impact on a city street and are seen as a more manageable alternative to extensive planting beds within the streetscape. Workshop participants responded favorably to the possibility of planters within the commercial core. The City currently does not have a program for container plantings, but allows business associations or other civic groups to establish and maintain planter programs along the sidewalks. A powder coated steel planter that complements other street furnishings is included as part of the plan in case a group undertakes to fund and maintain a planter program in the future.



Paving patterns in sidewalks and crosswalks, coupled with roadway width restrictions and defined parking zones help establish a safer and more pedestrian friendly commercial district with a distinctive visual character.

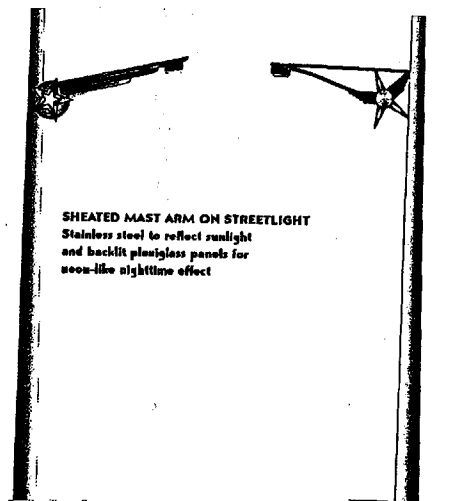


## PLAN ELEMENTS - ZONE 1

### Gateway Features

The Conceptual Plan illustrates a landscaped gateway feature based upon the current intersection and building configurations, and includes a potential parking configuration for existing uses. The potential for redevelopment of the corner is high and if redeveloped, new buildings would be built at or close to the right of way to conform with Pedestrian Overlay Commercial District requirements, and parking would be in the back. Any plans for new development at the intersection should provide significant landscape elements such as trees, sculptural features, and specialty paving and lighting to distinguish the entry into the Commercial Core. If the Five Points Intersection is realigned, gateway features established at Sewell's Point might be applied to other legs.

A gateway treatment that could be implemented independently of the intersection study involves a series of custom fabricated sheaths to fit the existing light fixtures on the streets entering Five Points. The height, repetition of form, and day and nighttime character would lend a unique and identifiable presence for the Five Points area, without roadway construction.



### Parking

The strategy for improving on-street parking in Zone 1 includes adding parallel parking spaces and eliminating limited-access perpendicular parking spaces along Sewell's Point Road. This increases the opportunities for unrestricted parking throughout the corridor. By eliminating perpendicular parking on Sewell's Point, wider sidewalks and planting areas can be accommodated, and confusing and dangerous parking movements are eliminated. The block between Green St and Greenwood Street in particular will benefit from this approach.

While the concept for Sewell's Point Road increases on-street parallel parking, there is also the potential to develop perpendicular parking areas on low volume streets, such as Hugo Street between Sewell's Point Road and Chesapeake Boulevard. The perpendicular arrangement allows for more spaces on the streets with limited through traffic. This measure will require acquisition and demolition of the underutilized building north of Hugo Street. In addition to 14 perpendicular parking spaces on the one way street, a small linear pocket park with trees and benches could be provided and bus shelters established at both ends of the block, allowing easy transfers between the Sewell Point Road route and the Chesapeake Boulevard route.

At the time of development of this master plan, a portion of the property at the north end of the Commercial Core across from the BeLo was being offered for sale. The parcel includes an old post office building that had recently been used for storage. While this parcel could be acquired and used for parking, there is more available parking for surrounding uses in the immediate vicinity and the site would be better restored or redeveloped for a use that diversifies the commercial offerings in the core.

Right of way should also be acquired throughout the zone. Along Sewell's Point Road, right-of-way should be acquired to bring the overall public right-of-way to a sixty foot minimum. Where buildings line the sidewalk, right-of-way should be acquired from building face, across the street to the opposite building face.

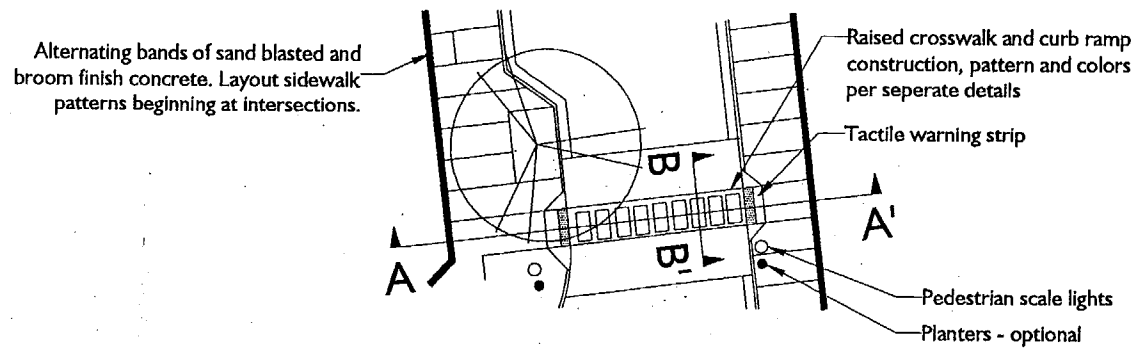
### Cooperative Parking

There are currently many large parking areas associated with buildings and building complexes in the corridor that are either unused for public parking or are only used at specific times of the day or week. These areas are identified on the conceptual plan and have great potential to be developed into cooperative use parking areas. Since there are relatively few owners involved, it may not be a difficult task to work out an agreement for limited public use of some or all of these parking areas within specific time periods. There is already some cooperative use that is tolerated between neighboring businesses, however with "private parking" and towing signs in the lots it isn't apparent to the first time or occasional visitor that certain parking lots may be used.

It is recommended that the business association develop a cooperative use agreement for parking in the core and that at least one of the identified parking areas be signed as a cooperative parking lot. With a track record of successful joint use, the parking lots behind the Hershee Bar, Community Market and United Methodist Church would be logical pilot lots. A matching grant program currently exists to assist property owners to improve their property, including parking lots in need of resurfacing or striping improvements.

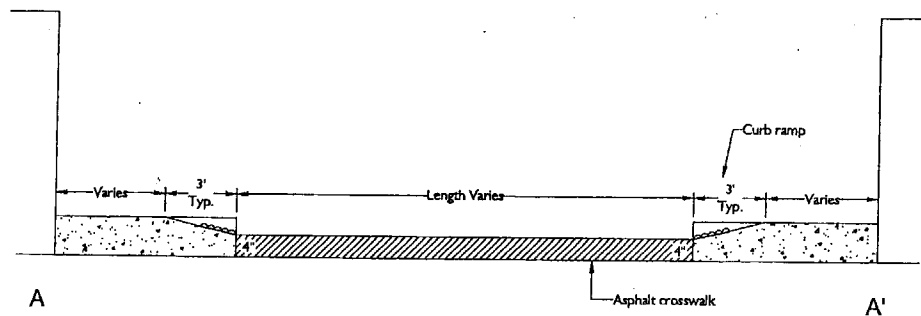


## PLAN ELEMENTS - ZONE 1



This detail is intended to illustrate typical design concepts. It is not intended to be used for construction. Further traffic analysis of the corridor is required to support these preliminary concepts. Standards (for factors such as roadway and accessible design) in effect at the time of implementation shall prevail.

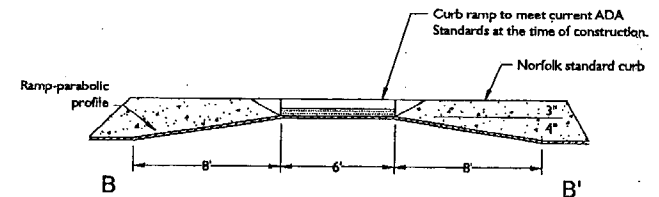
### SEWELLS POINT ROAD RAISED CROSSWALK CONCEPT NTS



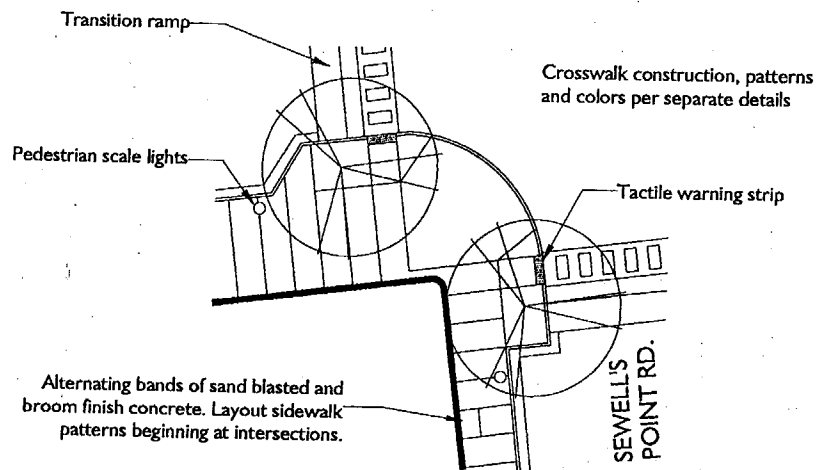
#### RAISED CROSSWALK SECTIONS

Not To Scale

Note: Raised crosswalks are not recommended if the cross-connector road is not implemented.

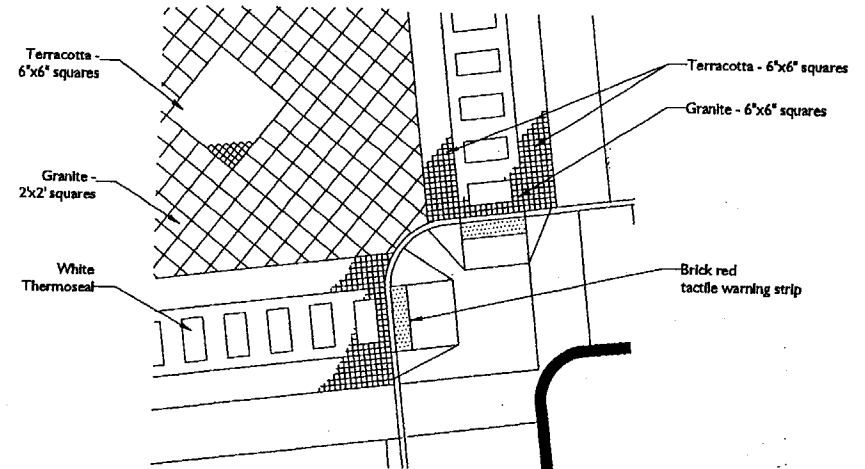


## PLAN ELEMENTS - ZONE 1



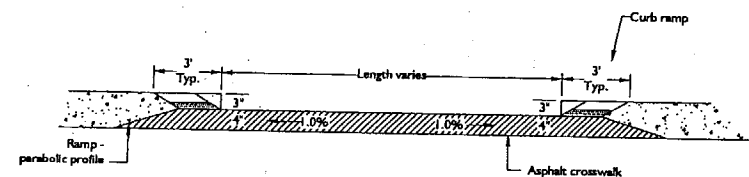
This detail is intended to illustrate typical design concepts. It is not intended to be used for construction. Further traffic analysis of the corridor is required to support these preliminary concepts. Standards (for factors such as roadway and accessible design) in effect at the time of implementation shall prevail.

SEWELL'S POINT ROAD  
RAISED INTERSECTION CONCEPT NTS



Crosswalk and Intersection patterning to be "Streetprint", "Imprint" or equivalent system to be approved by the City of Norfolk Public Works Dept. at the time of final design.

RAISED INTERSECTION PATTERN CONCEPT NTS

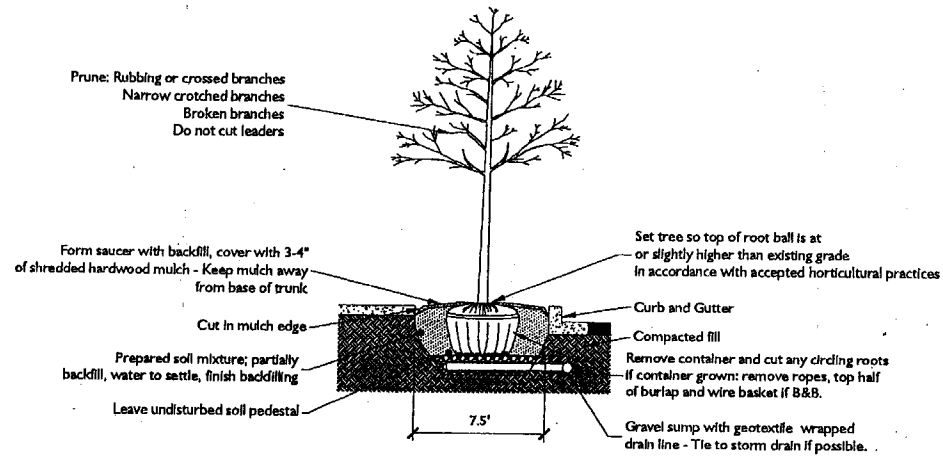


RAISED INTERSECTION SECTION  
Not To Scale

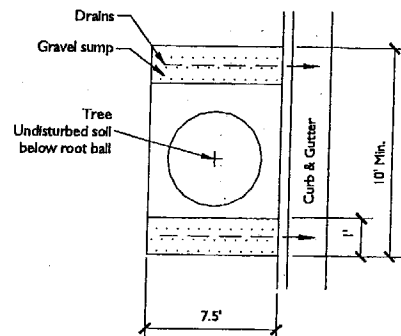
Note: Raised intersections are not recommended if the cross-connector road is not implemented.



## PLAN ELEMENTS - ZONE 1



TREE PLANTING



TREE PLANTING PLAN



## PLAN ELEMENTS - ZONE 2

### Sewell's Point Road Cross Section

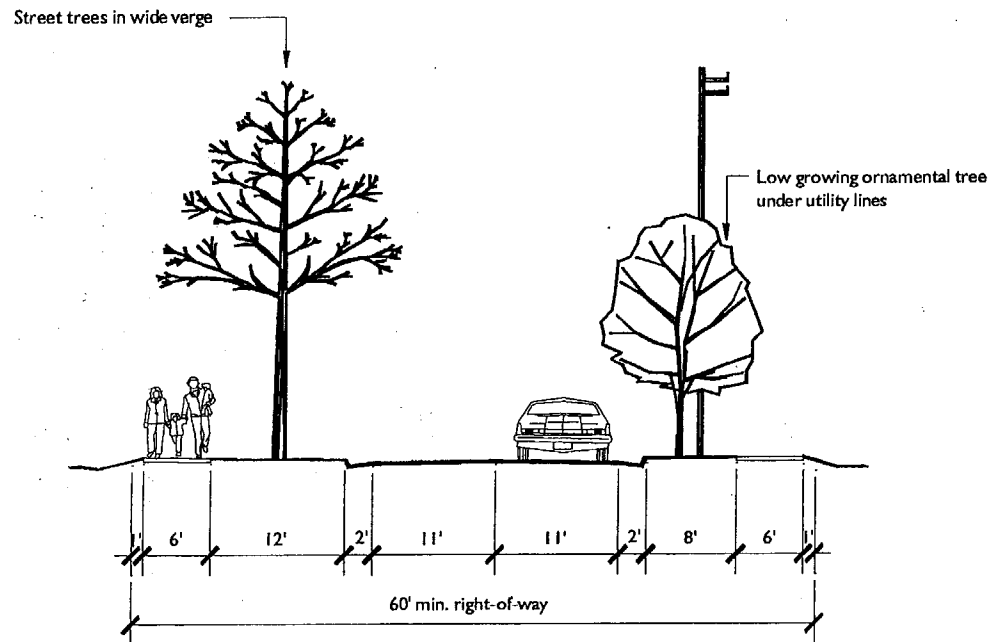
North of Greenwood Street the roadway will continue as a two lane cross section without on street parking. South of Partridge Street a third lane will be added to accommodate turn movements onto Partridge and/or the cross connector road. The location of the transition will depend in part upon the recommended cross connector road.

### Sidewalks and Verges

Since no on-street parallel parking will be added through this section, wider verges and six foot sidewalks can be provided. On the east side of Sewell's Point Road a four foot verge will allow for small ornamental trees to be planted under the overhead utility lines. On the west side of the street a seven foot wide verge allows for the planting of larger street trees between the curb and sidewalk.

### Middle School Greenway and Neighborhood Access Points

An extension of the high school/community center multiple use trail, see Zone 3, may be extended around the perimeter of the middle school or a portion of it to increase connectivity between the schools and neighborhoods. Also existing easements between the school and adjacent neighborhood streets will be developed to increase connectivity and provide alternative pedestrian routes. Since there are no current improvement plans for the middle school and because the location of the cross connector road has not been determined, the multiple use path extension is not included in the first development phase. Also, issues related to security and ability to monitor the path use will need to be resolved for a path alignment and connections through wooded buffers on the south side of the school grounds.



### NTS PROPOSED SECTION FOR SEWELL'S POINT ROAD Greenwood Road to Partridge Street

\* Existing ROW varies - 45'-85'.

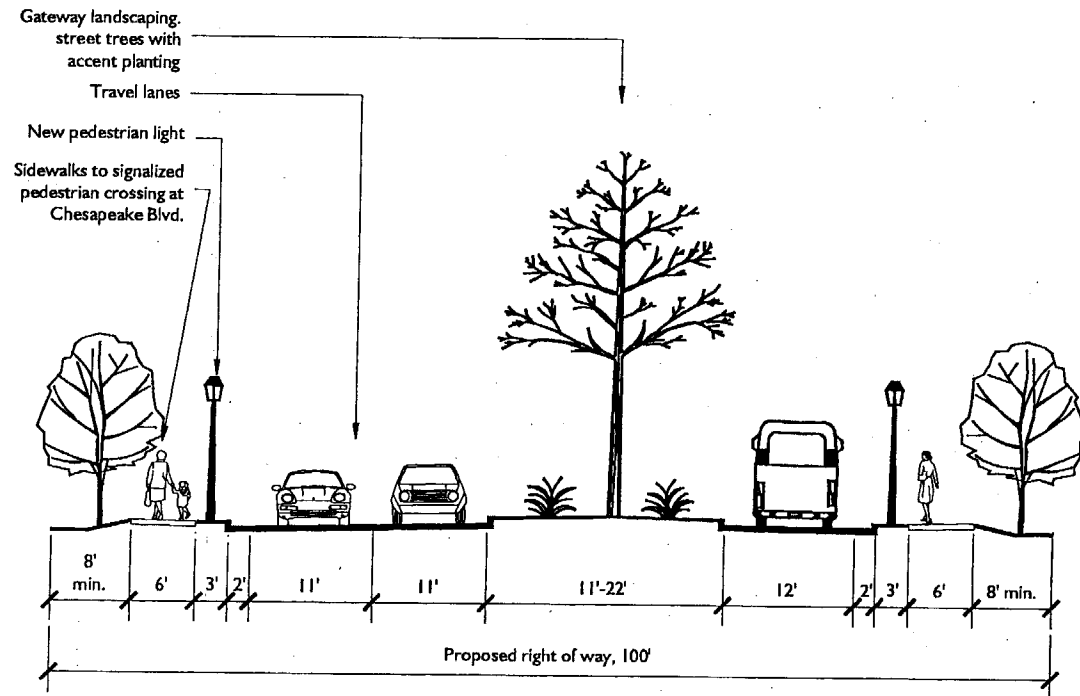
\* Acquire ROW to 60' min.



## PLAN ELEMENTS - ZONE 2

### Cross Connector Road

The location and geometry of the cross connector road has not been determined and will be studied further in a future traffic study (recommended). It is anticipated that the road will have up to four lanes at the intersection with Chesapeake Boulevard in order to provide turn movements and allow adequate stacking. A new traffic signal will be required at the intersection with Chesapeake Boulevard, and user activated pedestrian crossing signals will be incorporated.



### PROPOSED SECTION FOR CONNECTOR ROAD

Sewell's Point Road to Chesapeake Blvd.

\* All elements are proposed. Alignment of connector road has not been determined and cross section is subject to change due to site constraints or irregularities.



## ZONE 3 - COMMUNITY CAMPUS

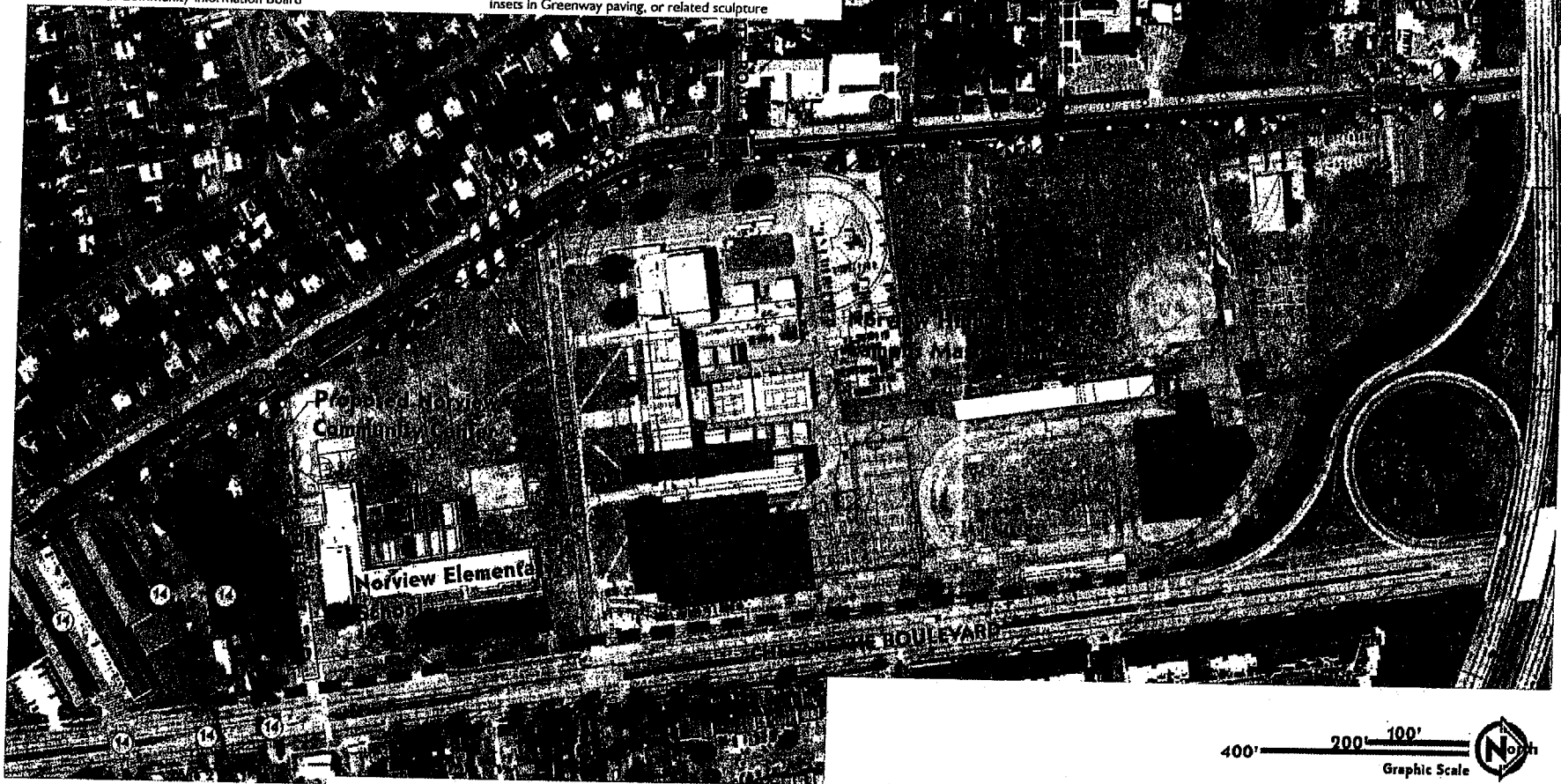
### Partridge St. to Widgeon Rd.

- ⑪ - Develop Greenway with 10' wide Multiple Use Path and Landscaping Encircling High School Campus and Connecting to Community Center and Existing Median Greenway
- ⑫ - Maintain Existing Canopy Trees In Greenway, add Benches and Trash Receptacles
- ⑬ - Widen Roadway to the East for Community Center and Cross Connector Turn Movements
- ⑭ - Sign and Utilize Existing East Lane of Sewell's Point Road for Event Parking
- ⑮ - Bus Shelters and Bus Pullout on East Side with Community Information Board

- ⑯ - Enhanced crosswalks (not raised or tabled) at intersections
- ⑰ - North Gateway at Widgeon Intersection
- ⑱ - Clean Up / Light Underpass

#### IMPROVEMENTS THROUGHOUT ZONE

- Integrate Sewell's Point Road Trees with High School Varieties
- Public Art Recommendations - Integrated Community Icon at Community Center; Mural or Relief on Noise Wall on north side of I-64, approaching corridor; Norview School produced insets in Greenway paving, or related sculpture



## FIVE POINTS COMMUNITY STREETSCAPE PLAN

### A Conceptual Master Plan for Sewell's Point Road

City of Norfolk, Virginia

September 2003

**INSITES**  
LANDSCAPE ARCHITECTS  
100 WEST 2ND STREET, SUITE 100  
NORFOLK, VA 23510

VHB The Miles Agency

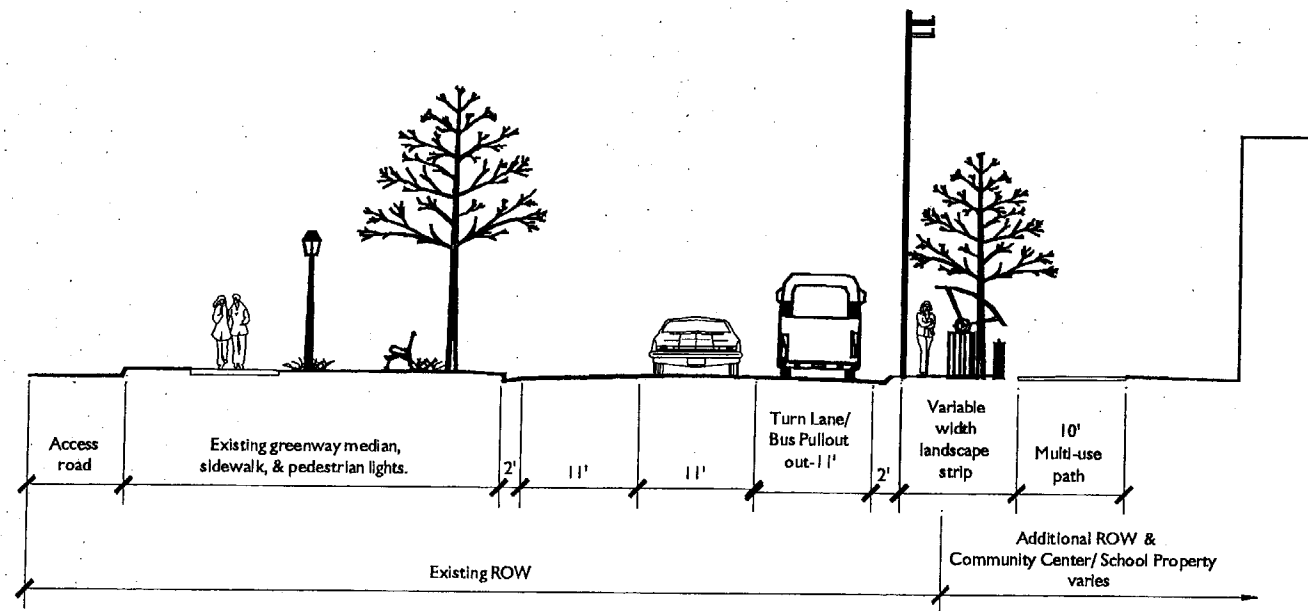
## PLAN ELEMENTS - ZONE 3

### Sewell's Point Road Cross Section

Between Partidge Street/Cross Connector and Middleton Place the existing 2 lane road could become congested with the addition of the Community Center and change in traffic patterns on Picadilly Road. A 33' foot wide three lane cross section may be required for portions of this segment to allow for left turn lanes. This should be studied further as part of the traffic study.

In order to preserve the existing mature gum trees in the greenway median, any necessary roadway widening should occur on the east side of the road. Most of this segment is adjacent to the proposed community center and existing elementary school. A bus shelter is recommended in this area and a bus pull-out should be considered in addition to in place of a turn lane.

From Middleton Place to Widgeon Road there is currently a three lane roadway section, 2 northbound and one southbound, and this is adequate to carry through traffic and allow left turns onto the neighborhood streets. It is recommended however that the outer northbound lane be signed to allow on-street parking during specific school and community activities, routing traffic on one lane in each direction at such times.



### PROPOSED SECTION FOR SEWELL'S POINT ROAD

Partridge Street to Philpotts Road

- Existing ROW 100'.
- Coordinate multi-use path and bus shelter layout with Community Center design.
- Do not disturb large sweetgums in the greenway median.

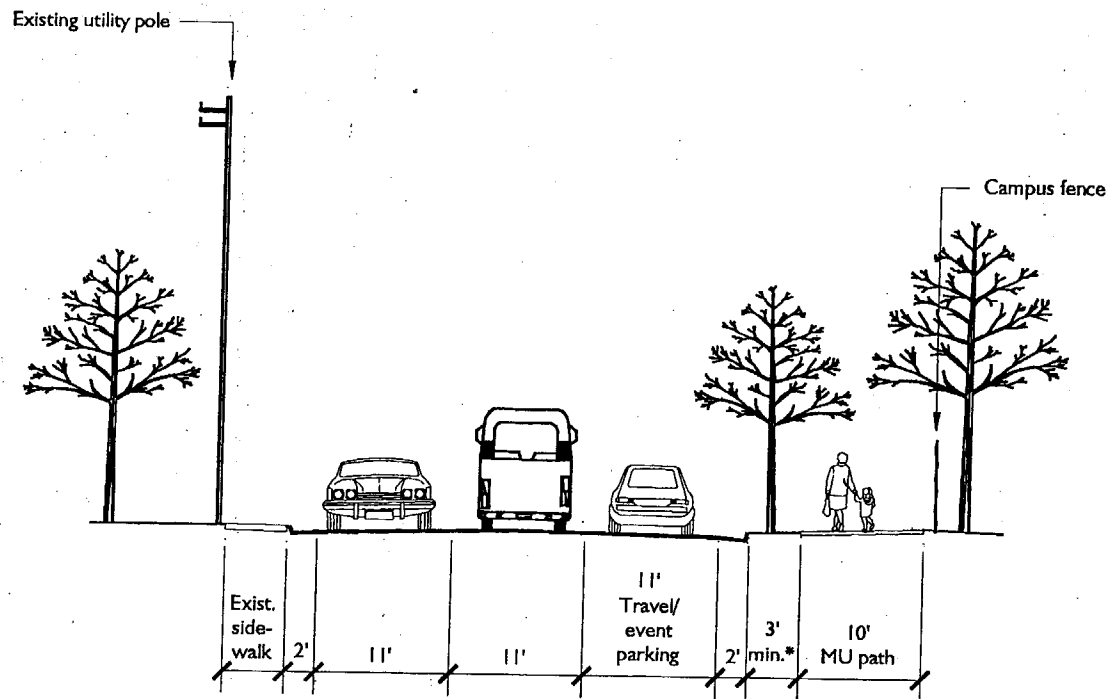


## PLAN ELEMENTS - ZONE 3

### High School Greenway

A multi-use path around the perimeter of the high school campus and proposed community center will provide opportunities for off-road walking, running, and cycling by residents of all ages, school and community center teams and groups. A ten foot wide asphalt multiple use trail is proposed outside of the school perimeter fence and ideally integrated into the current school construction project. While further coordination is required with school representatives and the design and construction firms, the plan illustrates a meandering path along Sewell's Point Road with landscaped pockets between the path and road. The plan will also be coordinated with state transportation officials as the northern leg between Sewell's Point Road and Chesapeake Boulevard runs adjacent to I-64. The use of the right-of-way could be advantageous to limit redesign of the high school loop road. Also the layout of the path should be coordinated with the ongoing community center design as it progresses.

If the perimeter path cannot be achieved, an option exists to widen or utilize the existing sidewalks on the western side of Sewell's Point Road to establish a modified loop on both sides of the road. The path should ideally be ten feet wide to match the school path and to be considered a multiple use path for cyclists and users on foot. In this case the utility lines on the west side from Phillpotts Road to Widgeon Road would need to be relocated and the sidewalk widened. The sidewalk in the median greenway could be widened in place.



## PROPOSED SECTION FOR SEWELL'S POINT ROAD

Philpotts Road to Widgeon Road

- \* Existing ROW varies - 40'-80'.
- \* Currently the sidewalk on the west side is within the right-of-way. The Sewell's Point Rd/High School interface is an irregular line and parts of Sewell's Point Road are built on High School property. Additional right-of-way is required at segments with less than 60'.
- \* Coordinate multi-use path layout with High School plans. If possible meander path to provide planting pockets between the road and the path - 8' minimum for small trees and 12' minimum for large.



## PLAN ELEMENTS - ZONE 3

### Sidewalks

Currently the sidewalks within this zone are in relatively good condition and meet accessibility standards. The sidewalks along the high school and west boundary of the elementary school are proposed to be replaced with a greenway trail.

The existing 4' sidewalk running through the wide median between Partridge Street and Philpotts Road is in good condition, but isn't wide enough to accommodate groups of people. It should be widened to at least 8'. If widened to 10' it could serve as link between the proposed high school and middle school multi-use paths. With existing shade trees, the path is also a good location for benches.

The sidewalks are in good condition north of Philpotts Road with the exception of a gap at the Seven Brothers store. Although there is no verge between the edge of the sidewalk and the curb, users don't feel as precariously close to traffic as they do elsewhere in the corridor, which is probably due to wider traffic lanes and the gutter pan. Overhead utility lines run just behind the inner edge of the sidewalk and make the addition of a verge and relocation of the sidewalk an expensive proposition, despite the available right-of-way. While this is an option that could be considered in the future, higher priorities exist within the corridor.

### Widgeon Road Intersection

To create a sense of entry into the corridor from the north or west, minor gateway treatments should be developed at the intersection of Sewell's Point Road and Widgeon Road. Since the intersection is already signalized, it does not need to be raised to slow traffic. However, the crosswalks should be enhanced with imprinted patterns or overlays to coordinate with the crosswalks throughout the corridor. Ornamental trees and pedestrian lights at each corner will further accentuate the transition.

### I-64 Underpass and Public Art Project

Currently the Sewell's Point Road underpass below I-64 is dark and somewhat intimidating to pedestrians. It is also a very clear transition between the neighborhoods to the north and the project limits. The structure and outside faces of the noise walls above the roadway openings are visible from a distance and could be developed as a prominent gateway feature and location for public art, perhaps incorporating lighting or sculptural relief. Coordination with VDOT and the FHWA will be required to work within the I-64 right of way.



## PLAN ELEMENTS - ALL ZONES

### Common Streetscape Elements

With the variety of land uses and specific design solutions outlined previously, it is important to incorporate streetscape elements that are repeated and create a recognizable continuity throughout the corridor. Of the specific icons presented to the community for use in the streetscape, the public preferred the Norview Pilot Star. Applied with a heavy hand, such details can feel contrived or forced and result in a bland, homogenized feeling. However, integrated at key points and in unexpected ways, repeated designs, textures and colors can both unify and animate an environment. Some of the common elements throughout the district are as follows.

### Street Furnishings

Benches, trash receptacles and flowerpots are relatively inexpensive functional elements that can set or reinforce a visual tone. A range of four furniture groupings were selected based upon their ability to complement a wide range of settings. Some were more contemporary or bold and others carried through more traditional influences, while others had a simplicity very much in keeping with Depression Modernism. Of the four the most boldly contemporary, "A" and the most traditional "C" were favored almost equally by the community at a workshop and at the Community Farm Market.

While either could be used, Option C is recommended as it builds from traditional themes while combining "moderne" materials such as aluminum and is as effective in the commercial area as it is in the residential. In fact the aluminum slat bench could be used in the commercial core and the wood slats in the neighborhoods, blending with their surroundings while maintaining design consistency. The bench and trash can are actually recent updates of classic park furnishings and should prove to impart a more timeless and less trendy atmosphere.

### Paving Materials

While most of the streetscapes in the region have relied to some extent on concrete or fired brick pavers, the Five Points community has suggested that they want to be different and to reflect a simpler style. This is in keeping with the "purity of form and materials" often associated with the Depression Modern aesthetic. With this in mind, pavers should not be introduced in large masses and techniques that mimic other materials, such as stamped concrete "cobble" or imprinted asphalt "bricks" should not be utilized. If pavers are utilized, square patterns should be used rather than rectangular or irregular shaped pavers.

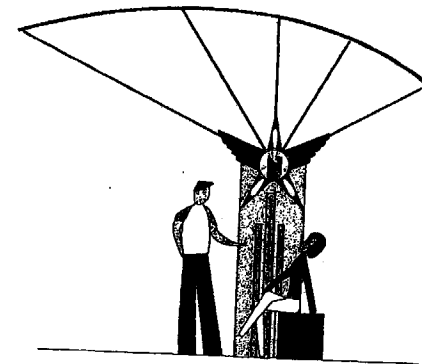
While color, texture and pattern should be introduced in specific locations, the designs should be predominantly simple geometries, or a very limited use of a five pointed star motif. Following this strategy will establish subtly enhanced paving patterns that will be compatible with any of the Depression Modern buildings that might be renovated in the future, while allowing a certain amount of flexibility to integrate other architectural styles. Applying a heavy-handed design of any style in an area with so much potential for redevelopment or at least a facelift would be a mistake.

Many of the sidewalks throughout the corridor will remain in place, particularly on the north end. Where new sidewalks will be established, a simple scored concrete should serve as the basic treatment. At focal points such as bus shelters or where sidewalk widths expand in the commercial core, simple patterns can be introduced with score joints or light sandblasting, and contrasts enhanced with the use of integrally colored concrete. More elaborate designs can be introduced at prominent locations or as part of redevelopment efforts at building entrances through the use of terrazzo or tile mosaics, however these treatments should not be widespread.

For pedestrian crosswalks, contrasting color or patterns should be used to demark the crosswalk and emphasize the contrast from the surrounding asphalt. Several technologies for imprinting patterns into asphalt or applying thermoplastic coatings have emerged in recent years and are being evaluated at various locations throughout the region. As construction phases are designed these technologies should be reassessed to evaluate their durability and appropriateness. Again simplicity in design is the key here, with square patterns or horizontal bands preferable over standard "brick" designs.

### Bus Shelters

Bus shelters are recommended for at least three locations throughout the corridor: at both ends of Hugo Street, at the proposed community center at Sewell's Point Road and Chesapeake Boulevard, and at the north end of the commercial core, near the old post office. These are closest to neighborhood destinations and the shelters could incorporate information about Five Points attractions and events. A variation from the standard HRT plexiglas and metal shelter should be developed, to reinforce a recognizable Five Points/Norview district. The following concept illustrates just one possible variation incorporating a Norview Pilots motif.



## PLAN ELEMENTS - ALL ZONES

### Lighting

Pedestrian scale lighting emerged as one of the highest priorities in work sessions with residents and the business community. Currently there is a limited selection of lighting fixtures that Dominion Power will install and maintain in the Hampton Roads region. The "Traditional" is most commonly used in areas where aesthetics are among the selection criteria, although more elaborate "Acorn" lights have been used in regional destinations such as Downtown Norfolk and the Virginia Beach Oceanfront.

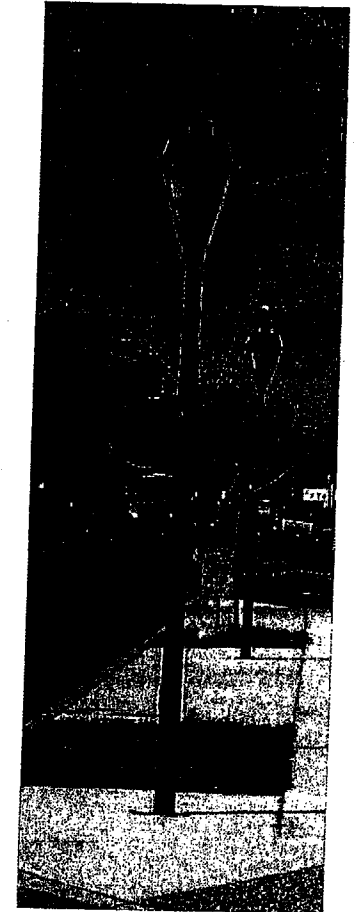
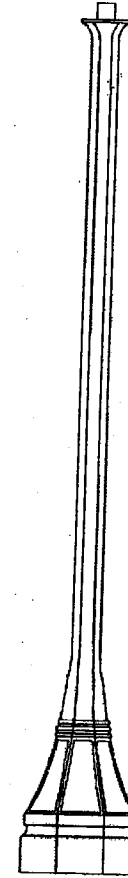
"Traditional" light fixtures were installed as part of the Sewell's Point Road streetscape demonstration project. While generally well accepted, some contend that the model is not compatible with the Depression Modern theme envisioned in the AIA Young Architects Study, which suggests "neon and other creative lighting fixtures could help reactivate the building facades, realizing a wondrous nightscape." It isn't so much an issue that the "Traditional" fixtures are incompatible with the surrounding architecture, they just don't reflect Depression Modernism as a style. It can also be argued that when the architectural style was emerging it was doing so in settings that reflected earlier styles and preferences and that if there were street lights at all, they generally weren't of the new style. (Refer to prior chapter Overall Character for more discussion about authenticity and a brief historical perspective.) This topic could be presented from many different points of view academically, however we'll focus from a standpoint of availability and potential for implementation.

With no Dominion Power fixtures currently available that reflect "authentic" Depression Modern designs, alternative schemes have been developed that could work in conjunction with existing streetlights and introduce a range of potential motifs to the daytime and nighttime streetscape. With the potential of being mounted high on existing poles and incorporating neon-like effects, the lighting alternatives are seen as a way to distinguish the streetscape from any other in the area, and even start to establish a greater Five Points Gateway around the intersection.

While City representatives and officials are willing to try new ideas in the Commercial Core, the majority of residents responding to a survey favor the traditional approach over solutions that could be seen as trendy.

In light of the public demand for pedestrian scale lighting and the preference for the "tried and true" elements, the Dominion Power "Traditional" or "Carlyle" lighting fixtures would have been appropriate within the commercial area, but not necessarily throughout the corridor. Like the Traditional, the Carlyles are similar to lights being used when the moderne style emerged. However they are very similar to the Acorn fixtures used in Downtown Norfolk and cost twice as much to operate. Based upon community feedback to be more down to earth and not become another Downtown or Ghent, the Traditional are the better choice and a more humble reflection of the neighborhood origins. They are also currently being installed in the median between Partridge Street and Philpotts Road.

There is somewhat more flexibility in the range of poles that can be installed. In place of smooth round standard poles in the business district, a more interesting octagonal pole from one of Dominion Power's approved vendors, the Shakespeare Company, is recommended. This will help establish a distinctive presence along with the electrical service, junction boxes, poles and fixtures. If at some point in the future expanded Dominion Power offerings include fixtures more suggestive of Depression Modern architecture they could possibly be switched out on the existing poles. Or if a business association emerges it could choose to take on the ongoing maintenance of different fixtures, much as other areas have flowerpot or banner programs supported by the surrounding businesses. In the meantime, streetlights that are readily available should be installed as the streetscape improvements commence.



The "Syracuse" model light pole is recommended for the commercial district with the "Traditional" light fixture. For the residential zones, the standard smooth pole is being installed.



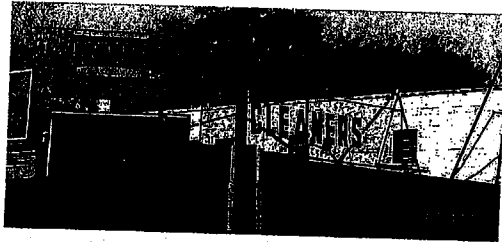
## PLAN ELEMENTS - ALL ZONES

### Public Art

Although the City of Norfolk does not have a policy or program for providing public art, there has been an expressed interest in considering options for integrated artwork within the corridor. At an initial public information meeting, residents and business owners were shown a slide show of public art and innovative streetscapes from around the country and responded favorably to the wide range of options. In fact, participants ranked "other public art" as a higher priority than murals and many other proposed streetscape elements. Property and business owners expressed interest in participating in efforts to establish temporary and permanent artworks.

There is an unlimited number of ways that public art could be integrated into the corridor and the following are possibilities for initial projects and initiatives:

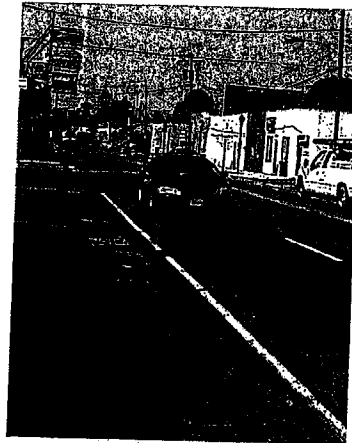
- Establish the corridor as a pilot percent-for-art district, setting aside one to two percent of the budget of any public improvements in the area for public art projects.
- Create zoning incentives for private developers who integrate public art in new developments within the corridor.
- Tell the story of Norview/Five Points utilizing photographs digitally rendered on tile or motifs integrated into sidewalk panels – various locations.
- I-64 underpass gateway mural or relief sculpture.
- Utilize existing roof scaffolding for silhouettes/shadow-casters/lighting effects.
- Incorporate creative lighting effects at the Five Point Intersection and throughout the corridor.



### Plant Materials

A variety of trees can be utilized throughout the corridor, from large canopy trees on the school and community center grounds to medium sized street trees in the business district parking knuckles, to low growing, highly ornamental trees. The specific species recommended in the following exhibit include varieties found throughout the corridor. The primary streetscape tree is the seedless variety of the sweetgum that also dominate the median in the center of the corridor. Others have been selected from the City's Bureau of Parks and Forestry's list of trees approved for different sized tree lawns and applications, such as under utility lines. Of the ornamental trees, the golden rain trees are used along Chesapeake Boulevard and should be continued along Chesapeake Boulevard in the commercial core. The purple leaf plums have a bold impact and have been well received by the public responding to a survey, and will be the primary flowering tree on Sewell's Point Road. East Palatka Hollies are the primary small evergreen throughout the corridor.

The use of shrubs and perennials should be limited throughout the corridor and concentrated primarily at focal points such as gateways, greenways and some of the sidewalk verges. The recommended varieties are reliable and have a high level of visual appeal, however shrub and perennial beds need a higher level of maintenance that adjacent property owners aren't always willing to provide.



The existing signs and scaffolding on the roofs of the buildings are a very prominent reminder of the vitality of the commercial core. Retrofitting these with visual elements or text that cast shadows on the street and/or are outlined in light is but one potential expression of public art within the corridor.

### Utilities

#### Private

Due to the small cross section of roadway and the urban nature of design, room for utility easements is not available. With the relocating or raising of the utility poles, the power lines and other private utilities can be consolidated and lines run under the roadway to improve the visual aspects of the corridor, while allowing for possible lighting improvements with other secondary uses of the poles.

#### Public

Sewer and Water service is provided along Sewell's Point Road by lines running under the roadway. The sewer line, which is a 10" gravity line, is in need of replacement due to its age, circa 1920. The water line, which is an 8" line, was installed in 1994 and would most likely not need to be replaced. Any future roadway reconstruction in Zone 1 would replace the sewer line and examine the water line. The lines will remain under the roadway due to the narrow right of way.

### Drainage

Reconstruction of the roadway from the Five Points intersection to Green Street will require lowering the existing road grades and installation of a new drainage system to promote positive drainage and reduce potential for flooding in existing buildings. Modifications to the drainage system will also be required to support the planting knuckles and tabled intersections and crosswalks. Designs should consider addition of sidewalks and drainage infrastructure in Zone 2 to promote all-weather pedestrian movements.

Because of the high amount of existing impervious coverage along the roadway stormwater management is not an anticipated requirement for reconstruction. Due to the urban nature of the corridor, stormwater ponds cannot be used. Other best management practices including products like Stormceptor or Filterra tree pits can be used which could offer solutions to pollutant loading reduction.

# PRELIMINARY BUDGET

## Sewell's Point Streetscape

### Section 1 : Five Points to Greenwood Road

#### Conceptual Plan - Opinion of Probable Costs

Item No.	Item Description	Unit	Quantity	Unit Price	Cost
1	Curb Cut (Ramps CG-12)	EA	21	\$ 500.00	\$ 10,500.00
2	Stamped Asphalt Crosswalks	SY	910	\$ 70.00	\$ 63,700.00
3	Water Line Replacement	LF	1,350	\$ 50.00	\$ 67,500.00
4	Sewer Line Replacement	LF	1,350	\$ 70.00	\$ 94,500.00
5	Roadway Reconstruction	LF	1,400	\$ 400.00	\$ 560,000.00
6	Building Demolition	LS	1	\$ 50,000.00	\$ 50,000.00
7	Right-of-Way Acquisition:	ALLOW.	1	\$ 200,000.00	\$ 200,000.00
8	Overhead Utilities	LF	1,200	\$ 150.00	\$ 180,000.00
9	Signing and Marking	LS	1	\$ 12,000.00	\$ 12,000.00
10	Maintenance of Traffic	LS	1	\$ 19,000.00	\$ 19,000.00
11	Concrete Sidewalk	SY	1,600	\$ 35.00	\$ 56,000.00
12	Sandblasted Concrete Sidewalk	SY	1,600	\$ 40.00	\$ 64,000.00
13	Pedestrian Lights, Pole and Service	EA	55	\$ 2,500.00	\$ 137,500.00
14	Trash Receptacles	EA	12	\$ 1,600.00	\$ 19,200.00
15	Benches	EA	12	\$ 1,900.00	\$ 22,800.00
16	Planters	EA	24	\$ 800.00	\$ 19,200.00
17	Canopy Trees - 3" Caliper	EA	30	\$ 625.00	\$ 18,750.00
18	Ornamental Trees - 2" Caliper	EA	14	\$ 325.00	\$ 4,550.00
19	Shrubs and Perennials	LS	1	\$ 3,000.00	\$ 3,000.00
20	Seeding	LS	1	\$ 1,500.00	\$ 1,500.00
21	Planting Pit - Soil Replacement	CY	396	\$ 35.00	\$ 13,860.00
22	Bus Shelters	EA	3	\$ 10,000.00	\$ 30,000.00
23	Gateway Lighting	LS	1	\$ 30,000.00	\$ 30,000.00
24	Public Art - 2% of Project	ALLOW.	1	\$ 33,551.20	\$ 33,551.20
	Contingency @15%				\$ 256,666.68
	Subtotal				\$ 1,967,777.88
	Design and Administration @ 15%				\$ 295,166.68
Total :					\$ 2,262,944.56

## Sewell's Point Streetscape

### Section 2: Greenwood Road to Partridge Street

#### Conceptual Plan - Opinion of Probable Costs

Item No.	Item Description	Unit	Quantity	Unit Price	Cost
1	Curb Cut (Ramps CG-12)	EA	7	\$ 500.00	\$ 3,500.00
2	Stamped Asphalt Crosswalks	SY	450	\$ 70.00	\$ 31,500.00
3	Mill Existing Pavement	SY	2,800	\$ 2.00	\$ 5,600.00
4	Overlay Existing Pavement	TON	200	\$ 50.00	\$ 10,000.00
5	Connector Roadway Construction	LF	500	\$ 500.00	\$ 250,000.00
6	Right-of-Way Acquisition:	ALLOW.	1	\$ 2,500,000.00	\$ 2,500,000.00
7	Building Demolition*	EA	1	\$ 250,000.00	\$ 250,000.00
8	Traffic Signal	EA	1	\$ 150,000.00	\$ 150,000.00
9	Overhead Utilities	LF	1,000	\$ 150.00	\$ 150,000.00
10	Sidewalk (Greenwood Rd. To Partridge St.)	SY	750	\$ 30.00	\$ 22,500.00
11	Curb and Gutter	LF	1,000	\$ 14.00	\$ 14,000.00
12	Signing and Marking	LS	1	\$ 10,000.00	\$ 10,000.00
13	Maintenance of Traffic	LS	1	\$ 15,000.00	\$ 15,000.00
14	Asphalt Multi-Use Path	LF	2,300	\$ 40.00	\$ 92,000.00
15	Pedestrian Lights, Basic Pole and Service	EA	30	\$ 1,500.00	\$ 45,000.00
16	Trash Receptacles	EA	8	\$ 1,400.00	\$ 11,200.00
17	Benches	EA	8	\$ 1,600.00	\$ 12,800.00
18	Canopy Trees - 3" Caliper	EA	25	\$ 625.00	\$ 15,625.00
19	Ornamental Trees - 2" Caliper	EA	25	\$ 325.00	\$ 8,125.00
20	Shrubs and Perennials	LS	1	\$ 7,500.00	\$ 7,500.00
21	Seeding	LS	1	\$ 1,500.00	\$ 1,500.00
22	Bus Shelters	EA	2	\$ 10,000.00	\$ 20,000.00
23	Planting Pit - Soil Replacement	CY	150	\$ 35.00	\$ 5,250.00
24	Public Art - 2% of Project	ALLOW.	1	\$ 72,626.00	\$ 72,626.00
	Contingency @15%				\$ 555,588.90
	Subtotal				\$ 4,259,514.90
	Design and Administration @ 15%				\$ 638,927.24
Total :					\$ 4,898,442.14

Note: Budgets have been developed using 2003 costs and real estate assessments with a modest contingency for inflation and unforeseen circumstances. Since the implementation of some or all of the improvements will be in an undetermined time frame in the future, budget estimates should be revisited at such time as any design and construction projects are considered for a Capital Improvement Plan.



# PRELIMINARY BUDGET

## Sewell's Point Streetscape

### Section 3: Partridge Street to Widgeon Road

#### Conceptual Plan - Opinion of Probable Costs

Item No.	Item Description	Unit	Quantity	Unit Price	Cost
1	Curb Cut (Ramps CG-12)	EA	32	\$ 500.00	\$ 16,000.00
2	Stamped Asphalt Crosswalks	SY	340	\$ 70.00	\$ 23,800.00
3	Mill Existing Pavement	SY	3,400	\$ 2.00	\$ 6,800.00
4	Overlay Existing Pavement	TON	350	\$ 50.00	\$ 17,500.00
5	Overhead Utilities	LF	1,300	\$ 150.00	\$ 195,000.00
6	Sidewalk (Partridge St. To Quail St East.)	SY	750	\$ 30.00	\$ 22,500.00
7	Widen Sidewalk in Median	SY	710	\$ 30.00	\$ 21,300.00
8	10' Multiple Use Path, Replace Sidewalks	LF	4,815	\$ 40.00	\$ 192,600.00
9	10' Multiple Use Path, Uncleared ROW	LF	1,575	\$ 55.00	\$ 86,625.00
10	Curb and Gutter	LF	2,400	\$ 14.00	\$ 33,600.00
11	Signing and Marking	LS	1	\$ 25,000.00	\$ 25,000.00
12	Maintenance of Traffic	LS	1	\$ 41,000.00	\$ 41,000.00
13	Pedestrian Lights, Basic Pole and Service	EA	52	\$ 1,500.00	\$ 78,000.00
14	Trash Receptacles	EA	10	\$ 1,400.00	\$ 14,000.00
15	Benches	EA	20	\$ 1,600.00	\$ 32,000.00
16	Canopy Trees - 3" Caliper	EA	30	\$ 625.00	\$ 18,750.00
17	Ornamental Trees - 2" Caliper	EA	18	\$ 325.00	\$ 5,850.00
18	Shrubs and Perennials	LS	1	\$ 12,500.00	\$ 12,500.00
19	Seeding	LS	1	\$ 2,500.00	\$ 2,500.00
20	Public Art - 2% of Project	ALLOW.	1	\$ 16,906.50	\$ 16,906.50
	Contingency @15%				\$ 129,334.73
	Subtotal				\$ 991,566.23
	Design and Administration @ 15%				\$ 148,734.93
Total :					\$ 1,140,301.16

Note: Budgets have been developed using 2003 costs and real estate assessments with a modest contingency for inflation and unforeseen circumstances. Since the implementation of some or all of the improvements will be in an undetermined time frame in the future, budget estimates should be revisited at such time as any design and construction projects are considered for a Capital Improvement Plan.



# **Appendix A**

## **PUBLIC INVOLVEMENT**



# PUBLIC INVOLVEMENT

April 10th Community Meeting Survey Responses

Participants were asked to rank the relative priority of specific streetscape elements.

## HIGHEST PRIORITY FEATURES - Very High Number of "Higher" Rankings

FEATURE / RELATIVE PRIORITY	HIGHER	MODERATE	LOWER	NO RESPONSE
High Mast Street Lights	14	1	1	0
Continuous, Accessible Sidewalks	14	1	0	1
5 Pts Intersection - Traffic Patterns	12	4	0	0
Pedestrian Lighting	12	0	1	3
Improved Crosswalks	11	4	1	0
Trash Receptacles	11	3	2	0

## HIGH PRIORITY FEATURES - More "Higher" Rankings than "Moderate" or "Lower"

RELATIVE PRIORITY	HIGHER	MODERATE	LOWER	NO RESPONSE
Other Landscaping	7	6	3	0
5 Pts Intersection - Gateway Feature	7	6	2	1
More On-Street Parking	7	6	0	3
Realign On-Street Parking	7	5	1	3
Other Public Art	6	6	4	0
More Off Street Parking	6	6	1	3

## MODERATE PRIORITY FEATURES - More "Moderate" Rankings

RELATIVE PRIORITY	HIGHER	MODERATE	LOWER	NO RESPONSE
Potted Plants	2	11	3	0
Screen Off Street Parking	3	9	1	3
Murals	2	9	5	0
Street Trees	5	8	3	0
Benches	4	8	4	0
Reduce Through Traffic	3	8	5	0
Banners	3	7	6	0
Bicycle Lanes	2	7	6	1

## LOWER PRIORITY FEATURES - More "Lower" Rankings

RELATIVE PRIORITY	HIGHER	MODERATE	LOWER	NO RESPONSE
Neighborhood Commons	4	5	6	1
Pocket Parks / Plazas	3	6	7	0
Information Kiosk	1	4	7	4

## FIVE POINTS STREETSCAPES PROJECT MASTER PLAN ALTERNATIVES RESPONSE FORM with COMPILED RESPONSES PUBLIC WORKSHOP 6/27/03

Please let us know your preference within each category. You may use the back of this form if necessary.

### OVERALL CHARACTER - Choose One

ECLECTIC 12  
TRIED AND TRUE 29

Comments: \_\_\_\_\_

### CORRIDOR THEME - Choose One

PILOT STAR 17  
SHOOTING STAR 12  
STREAMLINE STAR 4  
NO STARS 8

Comments: \_\_\_\_\_

### STREET FURNITURE - Choose One

Option A 17  
Option B 7  
Option C 16  
Option D 3

Comments: \_\_\_\_\_

Do you support the **TRAFFIC CALMING MEASURES** recommended for the corridor, including the **CHESAPEAKE BOULEVARD CROSSOVER ROAD**?

YES 41  
NO 1

Comments: Varies

What is your overall impression of the **PRELIMINARY MASTER PLAN** as a Long Range Vision for the Five Points Community Streetscape? Choose one.

EXCELLENT 24  
GOOD 16  
FAIR 3  
POOR 0

Comments: Varies

What do you like most about the plan? Varies

May we contact you should we have questions? If so, please give us your contact information for follow up. Thank you for your participation.

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ (Day) \_\_\_\_\_ Evening



# PUBLIC INVOLVEMENT

## Focus Group Issues City Departments & Schools

March 25, 2003  
City Hall

- Norview Alumni Memorial has been proposed for somewhere in the corridor. The Community Market has been mentioned as a potential location.
- The VDOT funded Five Points intersection safety study is pending and will focus on signage and pavement markings in the intersection. The timing is to be determined.
- There is a potential traffic study of the Five Points intersection that the City may perform. It may be approved as part of the CIP later this year.
- ADA accessibility of sidewalks is an issue at locations throughout the corridor.
- The High School development plan is proceeding according to the master plan.
- Middleton Place will continue to function as it currently does.
- There are traffic conflicts on Piccadilly currently, and the proposed Community Center will influence how through traffic is accommodated.
- There are currently bus routes on Chesapeake and Sewell's Point. HRT has considered Bus turnouts where feasible on Chesapeake.
- HRT's current bus shelter is 6' x 12' and costs approximately \$2,200.
- HRT offers community based van leasing for smaller ridership routes.
- Additional lighting is an issue in the greenway.
- Choice of pedestrian lighting is limited to specific Dominion Standard models due to storage constraints for extra parts.
- The City is beginning to develop larger Community Centers that serve more neighborhoods and the demands at the Norview Center support a more diverse range of services and activities.
- The current proposed location for the Community center depends upon the ability to acquire 2 lots that recently sold to a private party.
- There are limited Utility projects pending. A water line is being reconstructed at Norview and Alexander. Wet weather water flow problems have been identified along Philpotts Road. Wastewater lines were relined in the mid 1990's. Pump Station #48 is being upgraded this year. There are some wastewater lines behind some of the properties on Sewell's Point Road, in addition to those in the streets.
- The general strategy for overall utility upgrades would be to replace/upgrade any shallow utility services if there is significant construction in the corridor.
- Parking issues are seen as significant in the business sector.
- Signage through the corridor is seen as obsolete. The City has a signage consultant.
- The number of storefront churches is seen as an issue to limited use and activity in the corridor and these are not permitted under the corridor overlay zoning.
- Alternative pedestrian walkways through the neighborhood into the Middle School may alleviate some crowding and spillover onto Sewell's Point Road.

## Opportunities for increased public awareness are as follows:

- Monthly newsletter to parents – through Elementary School.
- School Websites
- Parent/Teacher Association – joint meeting with resolution of support
- PSA on Channel 47

## Measures of Success

- Feasible and realistic
- Cohesive corridor throughout
- 2005/2006 completion of the High School and Recreation Center – coordinate streetscape to coincide
- Timely utility tie-ins
- Safe convenient bus stops
- Trash-free
- Sense of place
- Include a closed-circuit walking and bicycling trail
- On-time and on-budget



# PUBLIC INVOLVEMENT

Focus Group Meetings  
5 Points Task Force Pancake Breakfast

March 27, 2003  
Norview United Methodist Church

The Mission for the Five Points area was discussed and no changes were felt to be necessary. This could guide the streetscape project as well.

The elements of the Young Architects study that have been identified as being relevant to the streetscape study were discussed and accepted as valid.

Additional specific issues were discussed.

- Sidewalk continuity
- Pedestrian safety – too close to street in some areas.
- Drainage – walkways flood, especially on side streets.
- Parking. Perceived lack. Nighttime peaks. Currently 1-2 spaces/1000 sf of business property. Weekend Community Market peaks.
- Cooperative parking agreements may be the solution. Churches currently allow people who work in the area to park, and the Masonic Lodge allows bank employees to park.
- Community Market – Currently trying to identify short term and long range locations. Several are being evaluated, including the proposed Community Center.
- Traffic congestion at Green Street and Sewell's Point Road, particularly for left turns. Is a light justified?
- Truck traffic demolishes sidewalks at Five Points intersection.
- Street lights needed, particularly on Green Street at the Post Office. Funding is available for lighting, but has been held at task Force request pending this study.
- Accidents at the intersection and confusing signs are an image problem for the area.
- Crime in the corridor and especially lately at the Exxon. Police suggest fencing and restricting pedestrian traffic between Sewell's Point and Chesapeake Blvd.
- Additional lighting may help with crime.

Measures of success.

- Communication. "If it isn't enough the team will hear about it."
- Make more parking available.
- Complete another section(s) of sidewalk.
- Traffic access and safety improvements.
- Visible small improvements
- Maintain momentum
- Tie in with High School and Community Center progress

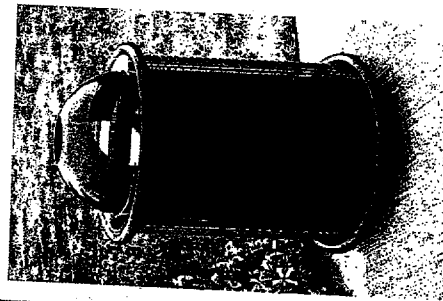
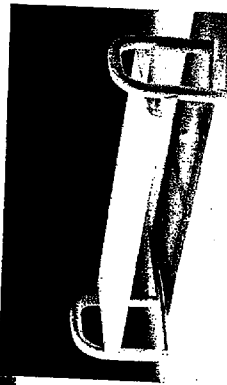
Related opportunities

- Small business incubation – have owners improve properties
- Abernathy needs to do something with his property
- Other cities raise taxes for buildings that sit vacant for a given amount of time

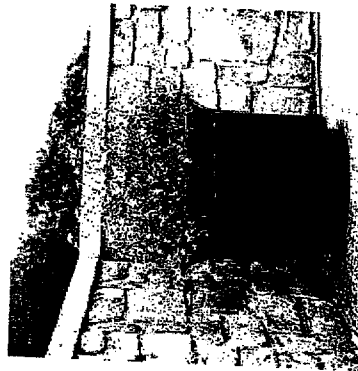
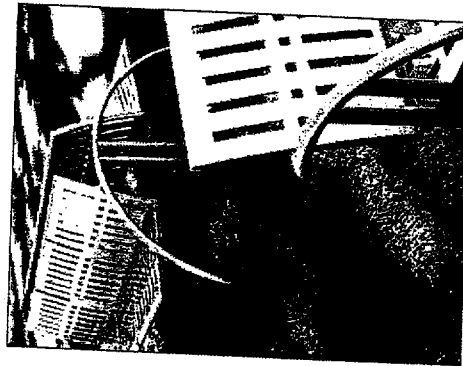
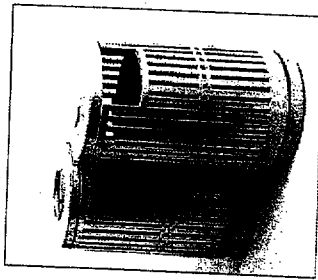
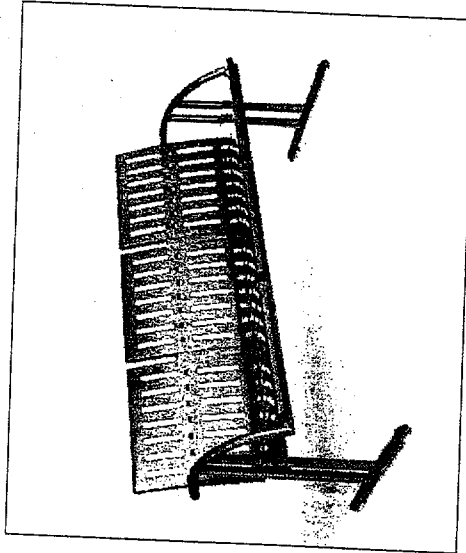


# STREET FURNITURE

OPTION A



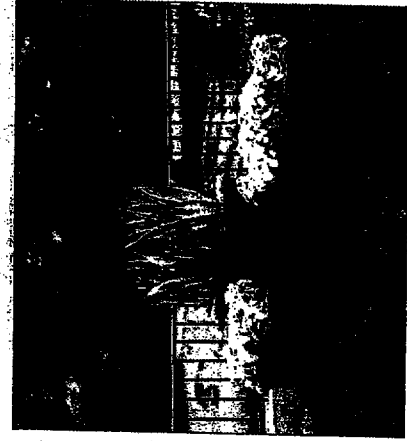
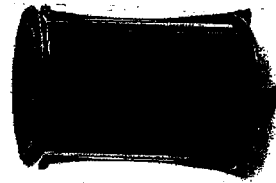
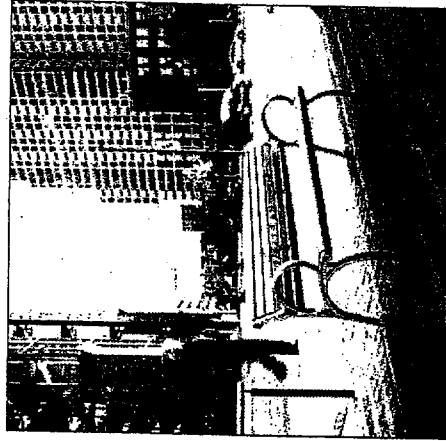
OPTION B



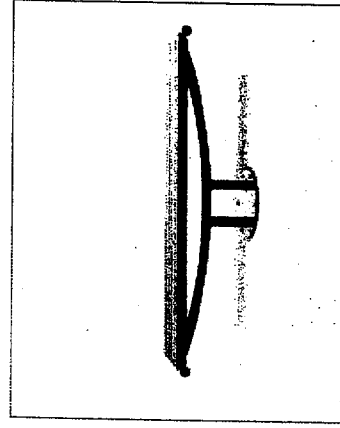
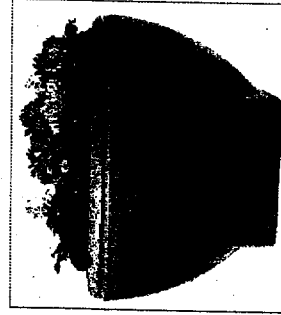
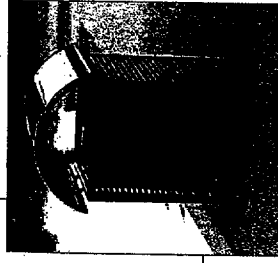
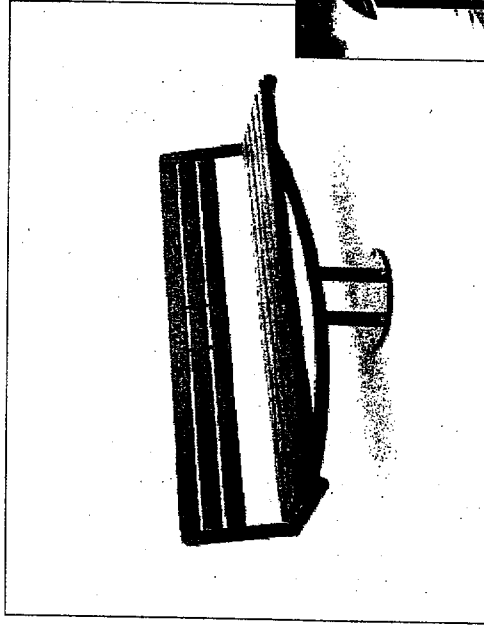


# STREET FURNITURE

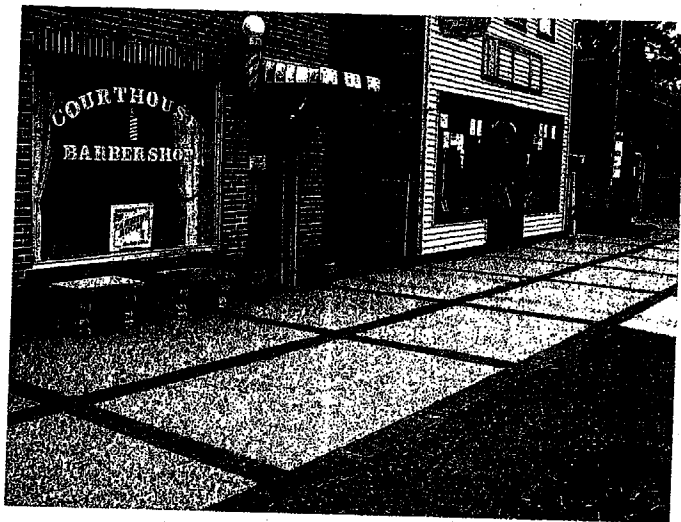
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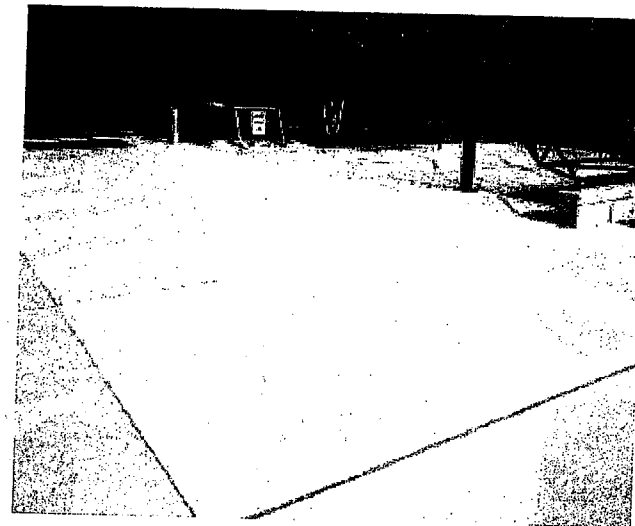
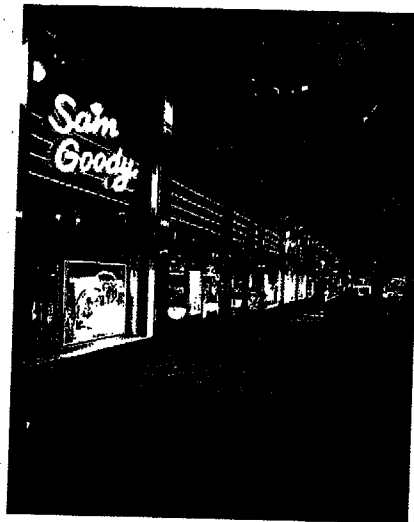
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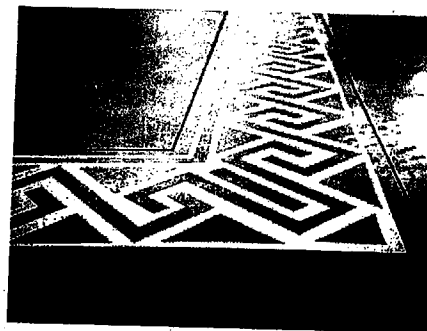
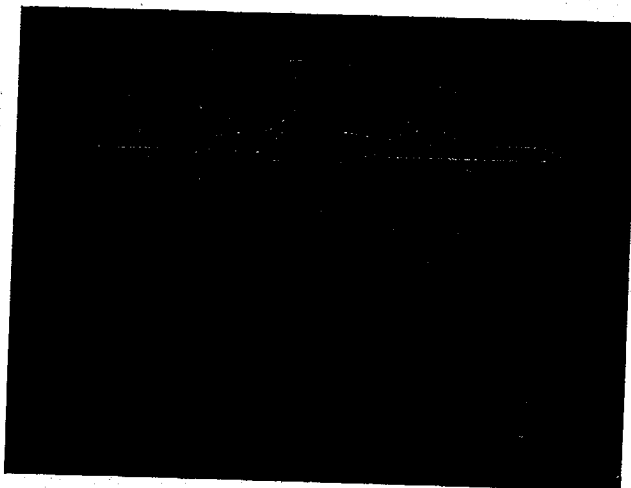
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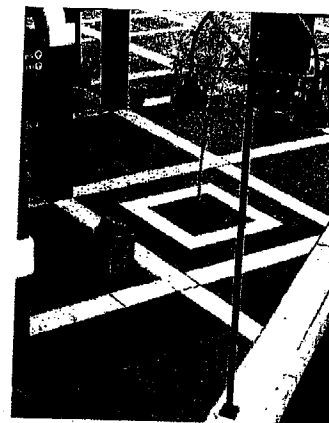
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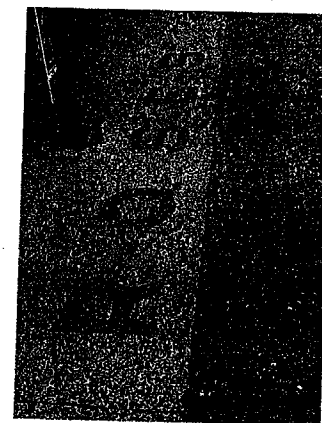
**EXPOSED AGGREGATE AND SANDBLASTED CONCRETE**



**STAINED CONCRETE**





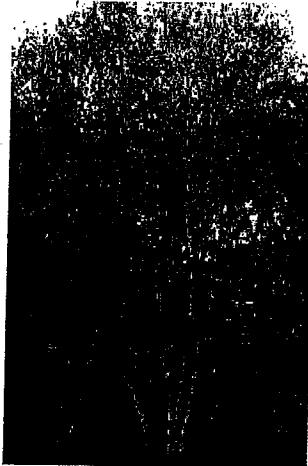
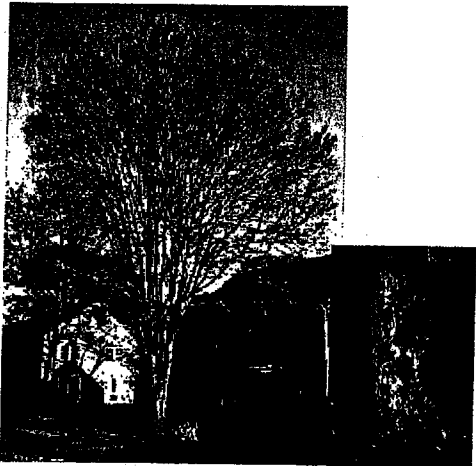


**INTEGRALLY COLORED CONCRETE**



**TERRAZZO**

# PLANT PALETTE






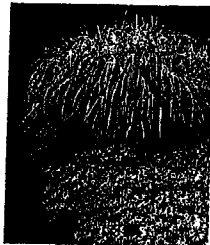





TREE TYPE	LOCATIONS	POTENTIAL SPECIES	PHOTOS
Large Canopy Tree	Campus Greenway Community Center		
		Black Gum	
		Nuttall Oak	
		Willow Oak	
Canopy Tree	Campus Greenway Community Center Business District Knuckles Gateways		
		Seedless Sweetgum	
		River Birch	
		Lacebark Elm	



# PLANT PALETTE

TREE TYPE	LOCATIONS	POTENTIAL SPECIES	PHOTOS
Evergreen Tree	Campus Greenway Community Center Business District Sidewalks Gateways	East Palatka Holly	Chinese Evergreen Oak
Ornamental Tree	Greenways Gateways Business District Sidewalks	Shantung Maple	Purple Leaf Plum Vitex Golden Rain Tree

# PLANT PALETTE

PLANT TYPE	LOCATIONS	POTENTIAL SPECIES	PHOTOS
Shrubs	Greenways Gateways Business District Knuckles	Quince	
		Dwarf Yaupon Holly	
		Fringe Bush	
		Indian Hawthorne	
Perennials	Greenways Gateways Sidewalk Verges Gateways	Daylilies	
		Ornamental Grasses	
		St Johns Wort	
Containers	Business District	Trailing Rosemary	
		Seasonal Color	
			
		Vinca	



## **Appendix C**

### **RELATED STUDIES**

## RELATED STUDIES

From "The Five Points Community - Proposals for Revitalization"  
The Young Architects Forum, AIA, Hampton Roads Chapter, 1998

### REVITALIZATION MISSION STATEMENT:

Recreate a safe and cohesive Five Points Community with a strong sense of identity supported by a coalition of the surrounding neighborhoods, businesses, schools, churches and public safety through --

- an integrated network of pedestrian connections,
- a revitalized central business district,
- organized community-wide recreation and communication.

### CONNECTIONS

#### General Theme:

Improve the physical connections for pedestrians throughout the neighborhoods which together comprise the Five Points Community, with emphasis on improving access between the individual neighborhoods and the common spaces of the Community's center-referred to here in as the Activity Core. Special consideration is given to pedestrian priority at pedestrian/vehicle conflict points. Issues are pedestrian safety, comfort, and interest.

- Redevelop Sewell's Point Road as a pedestrian spine for the neighborhood -- a tree lined boulevard with generous sidewalks and other pedestrian street amenities.
- Improve pedestrian crossing at major thoroughfares -- in particular at the intersection of Chesapeake Boulevard and Piccadilly Street.
- Create a major East/ West pedestrian axis between East Norview and the Activity Core using a pedestrian-activated traffic signal at Chesapeake Boulevard. Construct a public space at the east end of the crossing with a covered shelter for waiting.
- Install a timed clock at the I-664 pedestrian overpass to enhance public safety. The crossing would be closed from dusk to dawn.
- Prohibit through truck traffic on Alexander Street.
- Prohibit left turns from Chesapeake Boulevard onto Alexander Street.
- Develop a recreation path for biking/ walking/ jogging through an existing natural area behind Norview Middle School.

### CENTRAL BUSINESS DISTRICT

#### General Theme:

Reinvigorate the old central business district along Sewell's Point Road between the Middle School and the Five Points intersection to serve as a public community gathering place and central focus for the Five Points Community. Issues are improving pedestrian safety, community identity, community access to neighborhood businesses, providing pedestrian opportunities and places for public interaction.

- Provide a community mural on the Sewell's Point side of Belo's Market-- providing an opportunity to enhance community identity and community pride.
- Develop a community banner project along utility poles on Sewell's Point Road celebrating individual members of the Community and their contributions.
- Initiate a community planter pot program along the lower blocks of Sewell's Point Road similar to Colley Avenue in the Ghent neighborhood.
- Institute a community spot landscaping program where individual businesses, churches, and community groups adopt landscaped areas, providing for their maintenance.
- Build low walls/ planters along the parking lot edges surrounding the Five Point intersection and major parking areas within the district providing edges which physically and visually separate pedestrian space from automobile space.
- Plant trees and landscaped islands in the Belo parking lot to minimize the impact of the automobile on the pedestrian street.
- Plant street trees in the parking lanes on Sewell's Point Road from Five Points to Strand Street to provide a tree canopy for pedestrians along Sewell's Point Road.
- Improve pedestrian connections to the post office.
- Develop a satellite police station on Sewell's Point Road using existing space in a vacant building or existing business. The space should have good visual access to the street.
- Paint/ repair building exteriors with particular emphasis given to building entrances. Increase the transparency of building facades, improving visibility from businesses to street and from street into businesses.
- Build on the existing strengths of the Depression Modernism architecture in the business district. Uncover and repair existing features and develop new architectural language which is compatible with the old. Create an overall destination district using the revived architectural language of the Depression Modern movement. This district would be unique in the City and the region.



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## RELATED STUDIES

From "Five Points/Fairmount Park Commercial Areas Market Study"  
Basile Baumann Prost & Associates, Inc, 2000

### PRIMARY FIVE POINTS RECOMMENDATIONS

- Strengthen retail through retention and reinforcement.
- Focus on auto-oriented business on Chesapeake Blvd and neighborhood-serving businesses on Sewell's Point Road.
- **Establishing a focal point for the community on Sewell's Point Road that encourages social interaction and clusters neighborhood institutions.**
- **Establishing a community marketplace.**
- **Other themes that might be considered for both the commercial and residential areas include architecture, design and history**
- Streetscape and aesthetic improvements.
- Potential off-street parking.
- Five Points Intersection "Gateway"
- **Businesses should discourage loitering. "Loitering at businesses in the Five Points neighborhood is a major problem."**
- **Expand parking as businesses develop. Currently 1.5 spaces/100 sf of commercial space, vs 5-6 spaces/100 sf industry standard.**
- Improve perception of safety and security.
- **Facilitate land swap to move the Post Office to Sewell's Point Road.**
- Working with churches and neighborhood groups to establish a mutually supportive relationship.
- Highlighting affordable retail and office space.
- Specific business types: family restaurants, offices etc
- Improved building appearance, renovations.
- Establish ATM at First Virginia Bank.
- Extend business hours.

Bold items indicate recommendations that potentially influence the streetscape design.

From Norfolk Five Points Traffic Study  
Hampton Roads Planning District Commission, 2000

### Alternatives Evaluated

- Signage and striping improvements only
- Protected phasing
- Installing a median on Sewell's Point Road, south leg
- Lane usage changes on south legs Sewell's Point Road and Chesapeake Blvd
- Close north leg of Sewell's Point Road
- Close north leg of Sewell's Point Road to southbound traffic only
- Roundabout

### Recommendations

- **Improve signage in the area – 2 alternatives**
- Improve lane markings through the intersection
- Consider protected-only left turn phasing for movement from NB Chesapeake Blvd to NB Sewell's Point Road
- Remove signage that can be confusing
- Ensure that signage is adequate between I-64 and the Virginia Zoo.
- **Consider adding pedestrian signals and pushbuttons across the north leg of Chesapeake Blvd and the east leg of Norview Ave.**
- Consider building a median on the south leg of Sewell's Point Road (KFC/Taco Bell entrance)

Bold items indicate recommendations that potentially influence or are particularly relevant to the streetscape design.



## CITY OF NORFOLK, VIRGINIA

**Ordinance No. 41,392**

**Motion:** Requirement prescribed by Section 14 of the Norfolk City Charter that the ordinance shall be read at two regular meetings of the Council not less than one week apart be dispensed with.

RECORD OF COUNCIL VOTE									
Council Member	AYE	NAY	N.V.	A.B.	Council Member	AYE	NAY	N.V.	A.B.
MR. BURFOOT	X				MR. BURFOOT	X			
MRS. HESTER	X				MRS. HESTER	X			
MR. RIDDICK	X				MR. RIDDICK	X			
MR. WILLIAMS	X				MR. WILLIAMS	X			
MR. WINN	X				MR. WINN	X			
MR. WRIGHT	X				MR. WRIGHT	X			
MR. FRAIM	X				MR. FRAIM	X			
<b>TOTAL VOTE</b>	7				<b>TOTAL VOTE</b>	7			
MOTION ADOPTED MAY 11, 2004					ORDINANCE ADOPTED MAY 11, 2004				
					ADOPTED ON SECOND READING				
X - INDICATES VOTE					N.V. - ABSTAINED		A.B. - ABSENT		

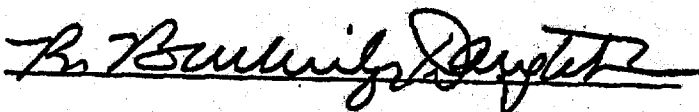
FINAL VOTE: 7 AYES        NAYS        ABSTAINED

ADOPTED BY COUNCIL OF THE CITY OF NORFOLK, VIRGINIA, ON MAY 11, 2004, EFFECTIVE ON MAY 11, 2004.

Teste:



PAUL D. FRAIM, PRESIDENT



R. BRECKENRIDGE DAUGHTREY, CITY CLERK



# City of Norfolk

Office of the City Manager

cc: Dir. Planning & Community Development,  
Dir. Public Works

May 11, 2004

To the Honorable Council  
City of Norfolk, Virginia

Re: Five Points Streetscape Master Plan

Lady and Gentlemen:

Attached is an ordinance adopting the Five Points Streetscape Master Plan dated March 26, 2004. Last year, the Five Points Task Force and city staff requested and received funding to undertake a streetscape planning project for Sewells Point Road from the Five Points intersection to Widgeon Road. The consultant team of Insites, VHB, and the Miles Agency was selected to prepare the plan.

The Five Points Task Force, in discussing priorities for their community, recommended funding for this project as an opportunity to link together the commercial, residential, and institutional uses along the corridor through a coordinated streetscape design. At this time, several significant projects had been completed or were in the various stages of development in the area including: a demonstration block of sidewalk improvements in the commercial area; a successful farmer's market; construction of the new Norview High School; and planning for a new recreation center.

The success of these projects have resulted in the Task Force viewing the master plan as an opportunity to create a sense of place that is more neighborhood and business friendly. The plan provides suggestions for street trees, benches, pedestrian scale street lights, special concrete treatment and other amenities throughout the corridor.

In addition to creating a distinct character for the area, the other major goal was to improve the functional aspects of the roadway and transportation network. The plan addresses ways in which the area could be improved for pedestrian safety and techniques for traffic calming. The plan calls for roadway improvements that channel through traffic from Sewells Point Road onto Chesapeake Boulevard. These proposed improvements are designed to reduce congestion in the commercial core and at the Five Points intersection. A more functional transportation route through the Five Points area and a safe and inviting streetscape will in turn stimulate private redevelopment and reinvestment in the area.

P-2

cc: Dir. Planning & Community Development,  
Dir. Public Works

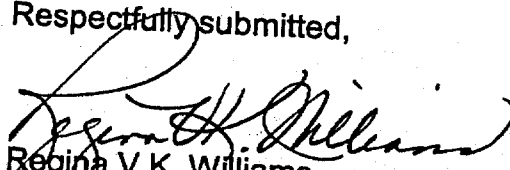
Similar to other commercial areas in the city, these streetscape standards would be applied and required with any public or private project that significantly alter or impact the public right of way. These standards will provide a tool for the city to partner with private developers for implementing streetscape improvements as the opportunities arise and will provide a guide for future improvements in the corridor.

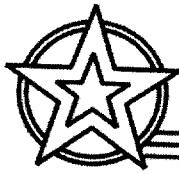
City staff and the consultant team, in addition to meeting with the Task Force, held three public workshops to provide community input into the project. The plan has been endorsed by the Five Points Task Force and the Five Points Partnership and has been reviewed and approved by the Design Review Committee and City Planning Commission. The Youth, Education, and Neighborhood Committee have reviewed the master plan and recommend adoption of the plan by City Council.

City staff is currently working with Norfolk Public Schools to coordinate the design and construction of a multi-use path around the school campus, which was identified as the first phase of the master plan.

Recommendation: Adopt ordinance.

Respectfully submitted,

  
Regina V.K. Williams  
City Manager



# **FIVE POINTS COMMUNITY STREETSCAPE PLAN**

## **A Conceptual Master Plan for Sewell's Point Road**

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### RELATED STUDIES

Three studies performed in the past five years have helped lay the foundation for the Five Points Community Streetscape Master Plan. The following are excerpts and recommendation from these studies which are particularly relevant to or could influence the plan. There are other general goals which support the project in each study that have not been summarized herein.

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- Build on the existing strengths of the Depression Modernism architecture in the business district. Uncover and repair existing features and develop new architectural language which is compatible with the old. Create an overall destination district using the revived architectural language of the Depression Modern movement. This district would be unique in the City and the region.
- Remove excessive and abandoned signage. Develop new signage standards for the community emphasizing size, height and placement.
- Construct new sidewalks and curbs.
- Enhance the visibility of pedestrian crossings on Sewell's Point Road.
- Establish a pedestrian overlay district which requires new buildings to be constructed along the line of sidewalk with minimum requirements for fenestration transparency to the street and which requires parking areas to be constructed either behind or beside buildings on the pedestrian street.
- Create East/ West pedestrian streets of Hugo and Green Streets between Sewell's Point Road and Chesapeake Boulevard.
- Install new pedestrian scale street lamps using Norfolk's acorn lamp standard.
- Provide an information kiosk in a public square in the business district.
- Provide new benches, trashcans and other street furniture compatible with the architectural theme of the district.

## RECREATION

### General Theme:

Increase the number and quality of recreation opportunities for the residents of the Five Points Community. Emphasis is placed on accessibility of sites and activities for Community residents. Issues include providing alternatives to occupy and improve the lives of the Community's youth and to improve recreation amenities for the Community-at-large.

- Create pocket parks throughout the community.
- Develop pedestrian nodes with seating and trash receptacles throughout the community.
- Create a neighborhood commons on Sewell's Point Road at the Middle School.
- Develop an Activity Corridor path along Sewell's Point Road.

## ADDITIONAL ISSUES

Drug Activity

Block Watch

5 Points Security

General Development Plan

Light Rail Impact



From "Five Points/Fairmount Park Commercial Areas Market Study"  
Basile Baumann Prost & Associates, Inc, 2000

PRIMARY FIVE POINTS RECOMMENDATIONS

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- Improve perception of safety and security.
- Facilitate land swap to move the Post Office to Sewell's Point Road.

From Norfolk Five Points Traffic Study  
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- Signage and striping improvements only
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